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THE FRA



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MRS. CHARLES NETCHER

PUBLISHED MONTHLY BY ELBERT HUBBARD
EAST AURORA ERIE COUNTY N. Y.
25 CENTS A COPY 2 DOLLARS A YEAR

ARE YOU THE CAPTAIN OF YOUR SOLE ? MASTER OF YOUR FEET



TAND at any city corner," declares a man who knows, "and watch the pedestrians as they pass, and it may safely be asserted that the number of natural, graceful walkers that pass within the space of one hour may be counted on the fingers of one hand. Why? Because the poor, tortured feet have been and are most unjustly and ignorantly treated. ¶ Instead of being allowed that freedom of movement which Nature intended, and which is absolutely necessary for a graceful carriage, they are cramped and imprisoned in a manner that can only be described as barbarous." ¶ Hence, the foot troubles that come early, linger long and cause worry, misery, heartache and failure. ¶ The logical remedy is the famous Coward Shoe. For forty-nine years, James S. Coward has given his single and devoted attention to the making of shoes for men, women and kidlets. ¶ Fra Coward is a self-imposed taskmaster, though he would repudiate the implication with scorn. He works for the joy of working, walks for the joy of walking, and spends his vacations (which he never takes) endeavoring vainly to improve upon Coward Ideals. ¶ Good material and expert workmanship will produce good shoes, but something more than materials, skilled labor and feet enters into Coward Shoes. That something is Thought! A Coward Shoe stands for service, efficiency, durability, true value, and long miles of satisfaction, between the rising of Old Sol and his setting. ¶ The Coward Mail-Order System makes it possible for you to buy Coward Shoes direct from the New York Shop. Thousands regularly avail themselves of the Coward service. Tell Fra Coward your foot worries and he 'll relieve 'em

THE COWARD SHOE FOR MEN, WOMEN & CHILDREN

¶ You Folks who have never been quite foot-suited should write to Mr. Coward for His Little Book, picturing the Coward Family.

Some Coward "SPECIAL" Shoes

The Coward Good-Sense Shoe - - - (made especially for tender feet)
The Coward Extension Heel Shoe - - - - - (for weak arches)
The Coward Bunion Shoe - - - - *The Coward Arch-Support Shoe*
The Coward Combination Shoe - - - *The Coward Orthopedic Shoe*

JAMES S. COWARD
 264-274 GREENWICH ST., NEW YORK
 (MAIL ORDERS FILLED) (SOLD NOWHERE ELSE)



A good example of Chippendale with Chinese treatment

Furniture, Friends and The Fra

An Advertisement by *Elbert Hubbard*

C The Cave-Man lived ten thousand years ago. He had no furniture to speak of. ¶ The things you never had, you do not miss. ¶ Yesterday's luxuries are today's necessities. Furniture, once, no doubt, a luxury, has become a necessity. ¶ Beds, tables, chairs—how vital a part of our lives they are! They are friends with whom we fraternize daily. We could no more dispense with them than with our daily bread. ¶ The furniture in your home proclaims you, what you are, just as surely as the company you keep, or the language you use. Also, it is forming you. In buying furniture, then, get the very best your hard-earned will command. ¶ The influence of association colors and shapes our lives to an unthinkable degree. ¶ I never say, read, hear, write or think "Grand Rapids" without at the same time conjuring up "Berkey & Gay." The two are synonymous, just as, when you say "Steinway," I think "Piano," or "Concord," I think "Emerson." ¶ Berkey & Gay have been making furniture for the better part of half a century. If there ever was a time when they were struggling in the throes of experimentation, it was over and done with before the guns of Fort Sumter roared out the opening of the Uncivil War—and Berkey & Gay started business in Fifty-nine, the year that John Brown was hanged and Darwin published his *Origin of Species*. ¶ Period Furniture was practically unobtainable in this country until Berkey & Gay began making it. ¶ Now it is possible to fill the home with furniture designed in the styles of Chippendale, Sheraton, the Adam Brothers, William and Mary, Colonial and Flanders, at prices that are amazingly attractive, considering materials, workmanship, design and wood. ¶ To create a reposeful, eye-pleasing interior, it is no longer necessary to possess a plump, plethoric purse. ¶ The Berkey & Gay Shopmark of honor and integrity is inlaid in every piece of Berkey & Gay furniture. ¶ Send for the fascinating booklet, *Character in Furniture*. This is not a catalog, but an authoritative treatise on the history and meaning of Period Furniture. ¶ You will want to put it in your library. Fifteen two-cent United States stamps will fetch it to your door via the courteous postman. ¶ There is likewise a catchy little poem by 'Gene Field, *In Amsterdam*, which refers in a humorous, whimsical way, to Berkey & Gay, Grand Rapids, Michigan, U. S. A.



This is the intaid mark of honor that is on and in every Berkey & Gay piece

Berkey & Gay Furniture Company
 192 Monroe Ave.
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Why not mention THE FRA when writing to advertisers?

"GUNN" DESKS



THE GUNN FURNITURE COMPANY, Grand Rapids, Michigan
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record his visions. He began to write. He sought to do it beautifully, just as those men did it who wrote on stones. Later came those wonderfully wrought missals and holy books of the Middle Ages, wherein Beauty wed Thought and Dream.

The Roycroft books continue this great tradition and evolution. To record a thing is not enough. It must be recorded beautifully. The instinct that works and fashions the great masterpieces gotten out in The Roycroft Shop is the same instinct that set a single man to work for years on a single panel in the old Hindu temples. It is the same instinct and passion that compelled a priest to give up years of life to



Important to Those Who Expect to Build

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OUR SPECIAL OFFER

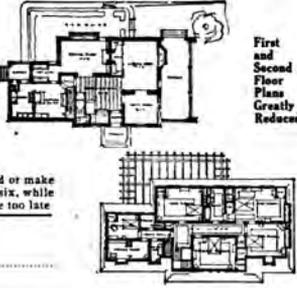
We have a limited supply of these sets of six, invaluable to those who expect to build or make alterations. Although regular price is \$1.50, we make you a special offer of \$1.00 for the six, while sets last, if you mention *The Fra*. They will soon be sold. Order today, tomorrow may be too late.

THIS \$1.00 SHOULD SAVE YOU HUNDREDS

THE ARCHITECTURAL RECORD, 274 Metropolitan Annex, New York City—Enclosed is \$1.00. Mail six numbers (including the October COUNTRY HOUSE NUMBER), according to special offer in *The Fra*.

Name

Address



First and Second Floor Plans Greatly Reduced

THE first instinct of a human being with a unique thought or feeling is to communicate it to some one else. That is the seed and meaning of all art. That is why books are written.

Primitive races engraved their experiences on stone and wood. They were the first books. The Egyptian temples are nothing but books carved in stone. The Hindu temples are histories graven in granite.

After that, man began to use papyrus to

beautify a prayer-book. It is the same instinct that made William Morris and the Kelmscott Press immortal.

The best books produced by the workers in The Roycroft Shop are as distinctively works of art as any painting that hangs in the Louvre.

The Roycrofters began an era in American bookmaking. Anything that is done perfectly, sincerely and beautifully begins an era.

"I fell in love with the binding on that book and I bought it," said William Morris one day.

Go to Vantine's for unique Christmas Gifts

The book was one he had written. He re-read it when he got home—"for the sake of the feel," he said.

And that is the joy of a book, after all—"the feel of it." There is a psychological "feel" as well as a physical "feel" in the great classics that are printed by Roycroftia. It wells from every line. It is in the perfect workmanship of Shakespeare, Whitman, Emerson, Thoreau, have a different "feel," a new "feel," when you read them through these beautiful volumes.

—Casseres.

✱ AM in receipt of a letter from a prominent businessman in Sydney, New South Wales, Australia, who writes as follows:

"The taxation of land values in Australia has thrown on the market a deal of land which heretofore was idle.

"This tax is breaking up the big estates owned by absentee landlords. It is putting land within the reach of the people who need it and who will utilize it.

"At the same time, the Government Treasury has profited to a great extent.

"The men who can afford to hold land are men who can afford to pay the taxes on it;

can be carried up-side down safely
it fills itself
it doesn't leak or sweat, and

The *self-filling Conklin* not only fills itself, but the Non-Leakable Screw Cap styles can be carried in *any position* without the slightest danger of leaking. Made in both regular and short pocket lengths. The latter are only four inches long, and may be carried with safety in a woman's hand-bag.

Conklin's Self-Filling Fountain Pen

The Conklin *fills itself* by a mere dip in any inkwell and a pressure of the thumb on the "Crescent-Filler." No taking apart, no dropper, no loose ink. Stationers, Jewelers and Druggists sell the *self-filling Conklin* on 30 days' trial.

Prices, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00 and up. Write to-day for catalog and two little books of pen wit—all free

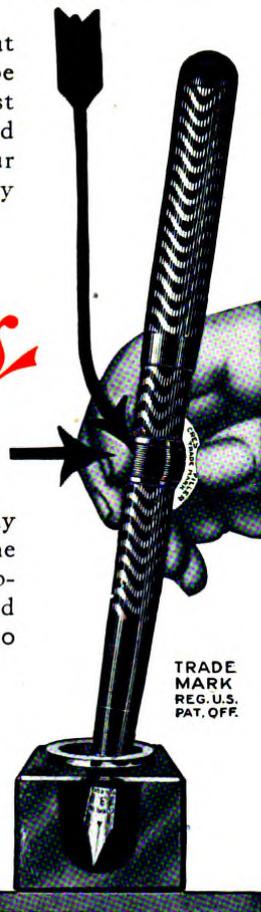
THE CONKLIN PEN MFG. CO.

273 Conklin Bldg., Toledo, Ohio

NEW YORK
366 Fifth Avenue

BOSTON
59 Temple Place

CHICAGO
700 N. American Bldg.



TRADE
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REG. U.S.
PAT. OFF.

and if you can not afford to hold land, you should not have it. You should let it gravitate to those who need it most.

"Altogether, the Single Tax is proving all that its most radical advocates have prophesied."

✱ THE difference between a good and a poor preparation in business method is just the difference between system and carelessness, between success and failure.

—Adolphus C. Bartlett.

Send for the Vantine Catalog—it's interesting, instructive, distinctive.



MY friend, Francis Howard, loves gardens, so he makes beautiful things that give tone, atmosphere, dignity, distinction and refinement to gardens. ¶ This Marble Bench would grace the finest garden in the world. The top is a slab of Greek Skyros Marble, colored warm yellow and white, with rich veinings of red and black running through it. ¶ The supports are made of exquisite Carrara Marble, with delicately carved Acanthus-Leaves of conventional design on the front. ¶ This particular bench is worth \$150.00, though Howard can sell you benches as low as \$30.00, or as high as \$5,000.00, if you hanker after a genuine Alma Tadema Exedra in Marble. ¶ At the wonderful Howard Studio in Gotham you will find myriads of interesting things in the way of Garden Garniture. ¶ Send for Booklet, picturing the Howard Garden Decorations. Fifteen cents in stamps will make it yours.

Francis Howard, Garden Expert
5 West 28th Street, New York City



WASEKRAFT

Send for our new profusely illustrated portfolio of this very interesting and

DISTINCTIVE POTTERY

Beautiful High Fire Glazes

Unusual things, never before made in Pottery, all produced through heretofore unknown recipes and methods.

The Portfolio is mailed FREE on request.

FULPER POTTERY COMPANY

FOUNDED 1805

21 Fulper Place
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N. J.



DINING-TABLE PROTECTION

THE housekeeper who has nice things is anxious to keep them looking so. There's the dining-table, for example, with its polished surface, in which you could easily see to shave.

A moist dish or perspiring water-carafe, deposited on its glassy expanse just once, will ruin it forever.

The old-time padding under the table-cloth was a make-shift, at best. It became lumpy in spots, and the corners were a constant source of trouble.

Nowadays, provident housekeepers are using the Star Asbestos Dining-Table Pads and Doily-Mats. This pad is the result of experiments conducted for years by a practical furniture-maker. It is made to fit any-sized table. Standard

sizes are kept in stock, but prices for special sizes made to order will be quoted on application. The Star Asbestos Table-Pad will add to the life and looks of your dining-table. ¶ It covers the entire top of the table and does not overhang. It can be folded up in convenient compass, and stowed away when not in use. ¶ Particulars and prices furnished by the

KERNEY MANUFACTURING CO., CHICAGO, ILL.
151 West Sixty-second Street

Why not mention THE FRA when writing to advertisers?

BOOST BUSINESS WITH THE MULTIGRAPH

An Advertisement by ELBERT HUBBARD

☞ The word "Multigraph" is a hybrid, coined from the Latin and the Greek, for emergency's sake. It means, literally, a machine which "writes many things."

☞ And those who own a Multigraph, or perchance know of its prowess, will admit that the name is not a misnomer.

☞ To many, the Multigraph is merely a machine for turning out large quantities of form-letters in multiple typewriting. This, in fact, *was* its prime function. Now, however, this is but one of a number of uses to which the Multigraph can profitably be put.

☞ The Multigraph does all those odd jobs formerly taken care of by the printer.

☞ The Multigraph enables you to sidestep printers' delays, mistakes and profits. It saves money for you at the comfortable rate of twenty-five to seventy-five per cent on all printed matter—for the Multigraph does real printer's printing, with printers' ink, even line-cuts, ornaments and borders.

☞ In this extended capacity the Multigraph is a most valuable silent partner to have handy.

☞ The Multigraph is a glutton for work, is never grouchy or glum, does n't drink, smoke or swear—and never takes a day off. It is steady, reliable, dependable, tractable, and easy to manipulate.

☞ Your office help can run the Multigraph in odd hours. Thus, at a minimum of time, trouble and expense, you can print booklets, folders, letterheads, billheads, bulletins, wrappers, tags, envelopes, receipts, checks, and a thousand and one other things that you require in your business.

☞ It is nothing unusual to print whole catalogs and house-organs on the Multigraph.

☞ The Multigraph has revolutionized many a business, and put it on a rock-bottom, money-making basis.

☞ The Multigraph enables you to try out new system forms at slight cost.

☞ It increases the possibility for direct and telling mail-work.

☞ It affords a convenient means of keeping a sales force in touch with the business, and tuned up to concert pitch.

☞ The Multigraph will pay for itself many times over, and prove one of the most profitable investments you ever made.

☞ You *can't* lose money on the Multigraph—yes, I mean just that! The makers won't let you. The American Multigraph Sales Company will not sell you a Multigraph unless they feel sure the return in dollars and cents will warrant your purchasing the machine. And I know of no other company in the world that safeguards the customer's interests so thoroughly.

☞ Their representative will pay you a visit, if you say the word, and investigate the details of your business. His time and suggestions in this regard are at your service.

☞ If he can not see how the Multigraph would save money or make money for you, he will frankly tell you so.

☞ Meanwhile, send for literature, specimens and data. Check the coupon and return it with your letter.

☞ Write now, while you think of it.

What Uses Are You Most Interested In?

Check them on this slip and enclose it with your request for information, written on your business stationery. We'll show you what others are doing.

AMERICAN MULTIGRAPH SALES CO.
1832 E. Fortieth St., Cleveland

Printing:

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- Folders
- Envelope-Struffers
- House-Organ
- Deslers Imprints
- Label Imprints
- System-Forms
- Letter-Heads
- Bill-Heads and Statements
- Receipts, Checks, etc.
- Envelopes

Typewriting:

- Circular Letters
- Booklets
- Envelope-Struffers
- Price-lists
- Reports
- Notices
- Bulletins to Employees
- Inside System-Forms

The American Multigraph Sales Company

Executive Offices
1832 E. Fortieth Street

Cleveland
Sixth City

Branches in Sixty Cities
Look in Your Telephone Directory

European Representatives: The International Multigraph Company, 59 Holborn Viaduct,
London, England; Berlin, W-8 Krausenstr., 70 Ecke Friedrichstr.
Paris, 24 Boulevard des Capucines

Why not mention THE FRA when writing to advertisers?

Motorbestos—The "Ounce of Prevention"



HE daily papers teem with accounts of motor mishaps. A goodly percentage of these accidents can be traced directly to faulty brake action; and nine times out of ten, the brake lining is answerable for the trouble.

The average brake lining is not proof against the seductions of frictional heat, and will char and burn and then—kill somebody.

The only thoroughly dependable brake lining on the market is Motorbestos, made from royal chunks of pure Asbestos, taken from the celebrated King's Mine in Quebec, Canada.

This Asbestos is crushed, cleaned, carded, spun and woven with a fine brass wire, into a tough fabric that laughs at water, grease, gasoline, dust, and prickly heat.

A brake lined with Motorbestos is always instantly responsive. Motorbestos brake lining acknowledges the merest whisper of the brake, and grips with a grim and relentless determination that renders it an invaluable and indispensable aid to motoring.

Genuine Motorbestos comes in a variety of lengths and breadths, and has the name "Motorbestos" on every foot of the material.

There's no wear out to Motorbestos. It's the best brake lining made, and costs no more than many an inferior article.

Write for samples and prices. This is important.

American Asbestos Company, Norristown, Pa., U. S. A.

A TRAIN LOAD OF BOOKS I started my mail order book business ten years ago,

and during the last eight years I have sold more than a train load of books each year—more books than any other man in America. Why? Because I buy so I can sell cheaper than the others, and every book is shipped subject to return at my expense if not satisfactory. ¶ Publishing books is a precarious business. Many publishers and booksellers fail. I make a specialty of buying bankrupt stocks of new books at my own price, and regular stock in quantities so I can retail at wholesale prices. I now have a big stock of over 6,000 different fine library sets of the works of standard authors and single volumes on every subject, which I offer to close out this season at 10 cents to 50 cents on the dollar. ¶ Be fair to yourself. I can save you money. Drop me a postal card and get my prices before buying.

Sample Prices

De Luxe $\frac{3}{4}$ Morocco Bound Sets Shakespeare, 30 vol., \$90.00; my price, \$14.40. Plutarch, 5 vol., \$22.50; my price, \$4.85. Also Dickens, Emerson, Stevenson, Kipling, Scott, DeMaupassant, Hugo, Dumas, Eliot, Carlyle and a hundred others at 25 cents on the dollar of publishers' prices.

Single Volumes Koran, $\frac{3}{4}$ mor., \$2.00; my price, 48c. Dante's Inferno, \$6.00; my price, 90c. Origin of Species, and 500 other good titles, \$1.00; my price, 43c. Josephus, \$2.50; my price, 98c. Handbook of Oratory, \$3.00; my price, \$1.60. Gift books, children's books, instruction books, law and medical books, humor, history, biography, science, etc., etc. All subjects and at bargains.

Regular Stock—My Prices Their Yesterdays, 90c. Winning of Barbara Worth, 90c. Shepherd of the Hills, 35c. Calling of Dan Matthews, 35c. and many others.

Free Bargain List

Before ordering send for my free Bargain List of all my thousands of bargains and see how I ship books on approval, to be paid for after examination or returned at my expense if not satisfactory. Send for my Bargain List now. Postal card request will bring it.

DAVID B. CLARKSON, The Book Broker, 1124 Clarkson Bldg., Chicago, Ill.

A SHORT time ago I asked a widow lady, whose husband is dead, to loan me her fountain-pen. She did so, simply and graciously. I returned it to her, and just then my stenog. came along with a bunch of letters for me to sign. I again begged the loan of the widow's pen. Again she removed the cap and smilingly handed it to me.

And then the fact impressed itself upon me that this was the first time I had ever borrowed a fountain-pen that the person lending

it did not explain that it was plugged up, inkless, or on a general strike.

I examined the pen. It was a Conklin.

A few days after this I lectured in Toledo, and while rubbering around the city saw the big building of the Conklin Pen Manufacturing Company.

Instantly I recalled the merry widow who loaned me her pen without apologizing. So I walked up the steps and asked for the Boss.

The boy took me to the office of President Fisher. I told him I wanted to see how the Conklin was made, so he personally conducted me through his wonderful plant, and told me about the genesis and exodus of the self-

filler. ¶ One of the most noticeable features about the Conklin Plant was its absolute cleanliness. Here cleanliness is godliness. In the office there are two janitors who have nothing to do but go around with a dustless duster and wipe off specks of dust from the immaculate desks and cabinets. The place shines like a policeman's badge.

Even the Printing Department has a varnished floor and is kept as spick and span as the proverbial spare bedroom.

A request accompanied by a two-cent stamp will bring you the fascinating Vantine Booklet.

The whole place is run on ball bearings, and everywhere the word System looms large. The Sales-Manager has everything right at his elbow that the ingenuity of man can devise to cut down time-killing labor and bring about the maximum of efficiency.

The Advertising Manager has a file of all the ads ever gotten out by the house, and whenever he wants to go to the ball-game, he turns back the wings of this display file and "flapjacks" an ad that he used ten or fifteen years ago.

The Conklin Plant in Toledo is the largest self-filling fountain-pen manufactory in the world. Its product is sold not only by retailers in every State in

the Union, but in nearly all foreign countries.

☞ Then President Fisher showed me the workings of the Conklin. It really does fill itself by simply dipping the pen-point in the ink and pressing a little arrangement on the side; and it automatically cleans itself at the same time.

☞ After showing me this simple trick, he presented me with the pen. And since then I have been turning out better copy than ever before.

The widow was right. You do not have to

Mail orders are given prompt and exacting attention at Vantine's.

Big Ben



**The patron saint of business men,
He's always on the job—Big Ben.**

ARNOLD BENNETT says: "The attitude of the American businessman towards his business is pre-eminently the attitude of an artist. He loves his business.

Most American businessmen know Big Ben. He routs 'em out o' mornings and starts 'em off with a merry and irresistible

"God be wi' ye!"—Big Ben calls you in such a big, jolly, businesslike tone you just can't wait to get up.

Big Ben is a tireless ticker himself. His hands are busy from morn till night, from night till morn. He never takes a day off, yet he strikes regularly.

His face is broad, bright, beaming, good-humored. He's a pal that you'll appreciate.

Big Ben is sold by 15,000 jewelers. If you cannot find him at your jeweler's, a money order sent to *Wentz, La Salle Illinois*, will bring him to you express charges paid.

\$2.50

Sold by Jewelers. Three Dollars in Canada.

apologize for a Conklin when you lend it to your neighbor.

Long live the Conklin and the happy, cheerful, contented Conklin Family who make and use it!

INCIVILITY is not a vice of the Soul, but the effect of several vices: of Vanity, Ignorance, of Duty, Laziness, Stupidity, Distraction, Contempt of Others, and Jealousy.

—*Jean de la Bruyere.*

A Preachment on Pightheadedness

By FRA ASBESTOS

WHEN the Bill to establish the Interstate Commerce Court was on the carpet, the Public looked at the matter as simply one more squabble between the Government and the Railroads. And the situation seemed to bear out the Public in this view of the case. ¶ Then, with a view to clearing the atmosphere and crystalizing the proper sentiment, it was suggested that the hostile parties be lined up and a valuation put on their respective interests. ¶ Investigation proved conclusively that the Bill was entirely legitimate. The shippers had all the best of the argument, and the Railroad interests were made to feel like our old college chum, A. Mutt, when he discovered he had given Li'l Jeff a perfectly good Fiver for Two Tens — Confederate Money. ¶ As compared with the Shipping interests, the Railroad investments did not show one-two-three. Yet the Interstate Commerce Bill has proven a rare good thing for the Railroads, as it has for the Public at large. ¶ Just now the Express interests are fighting the proposed Parcels-Post tooth and nail, with not a chance of coming out on top. The Parcels-Post is bound to prevail, and when it does, the Express people will discover that it was a better thing than they thought. ¶ And so it goes. Every good thing in this world has at some time been bitterly opposed. Every innovation has to fight for dear life. Every departure from established custom is greeted with an Anvil-Chorus howl of condemnation and disapproval. ¶ But just why the Insurance-Companies are blind to the true value of Fire-Windows, it is hard to say. The thorough efficiency of Voigtmann Fire-Windows has been constantly and strikingly demonstrated for the past dozen years or more. ¶ In their own minds, of course, the Insurance people are keenly aware of the vast superiority of Fire-Windows over the old orthodox shutter. Also, they are fighting in the ultimate ditch, and they know it. Eventually they will realize, to their infinite surprise, that they are combating an issue that was destined to benefit — not injure — their cause. But it is Human Nature to stand pat and fight innovation and improvement, especially if the Almighty Dollar is involved. ¶ John Ruskin, great man though he was, declared Railroads would ruin England by driving the stages out of business and killing the demand for horses, thus ruining the farmer. ¶ Bishop Berkeley thanked God there was not a printing-press in Virginia, because "printing-presses printed mostly lies, and their business was to deceive the people." ¶ The Insurance-Companies, like the Railroads, will ultimately be compelled to abandon their present grudging attitude. Experts who *know*, will tell you that the installation of fire-windows is of consummate importance for protection against conflagrations and the spreading of any and all fires. ¶ Meanwhile, it may well be doubted whether the Insurance-Companies are doing all they should, and could, towards reducing that huge ash-heap which fire experts tell us costs this nation in the neighborhood of \$300,000,000 annually. The question of moral responsibility involved is a very grave one. ¶ Voigtmann Fire-Windows resist heat to a remarkable degree, being fire-retardants of prime value. They are much superior to the old iron shutters which they have displaced. ¶ Polished wire glass in metal frames is coming in for its share of favorable attention, likewise, as an especially valuable investment for street-front windows. Wire-glass offers immense advantages in the way of fire protection, and in point of appearance is a genuine improvement over the unsightly shutters we so often see. ¶ I venture to say that in ten years' time wire-glass windows for street fronts will be the rule everywhere, and shutters a notable exception. This is inevitable. ¶ The S. H. Pomeroy Company, Incorporated, are specialists in the line of Metallic Window Frames and Sashes. If interested, write for their instructive catalog, sent, gratis, on request.

S. H. Pomeroy Company, Incorporated

Successors to

Voigtmann & Company of New York

427 West 13th St., New York

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Encyclopaedia Making is NOW at an End!

For twenty years publishers have tried to produce a Loose-Leaf Encyclopaedia — knowing this to be the only way to keep an Encyclopaedia always up to date and have a work that would NEVER GROW OLD. The great difficulty has been to invent a Loose-Leaf binder that would be appropriate for a library volume.

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ENCYCLOPÆDIA

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In 1907, Thomas Nelson & Sons — established for over a hundred years in Edinburgh, Scotland — perfected and patented a Loose-Leaf Binder, a volume so practicable that by simply turning a nut the pages are loosened, when the old and obsolete pages can be easily removed and the new pages substituted. The publishers issue to subscribers, twice a year, not less than 250 revised pages each—in March and in October—thereby making Nelson's Encyclopaedia *always new* and abreast of the times. By means of the Loose-Leaf binding device, Nelson's Encyclopaedia contains the very latest information, while all other Encyclopaedias quickly grow old.

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If You Buy NELSON'S You Will Never Need to Buy Another

Bureau of Chemistry
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Following are among the U. S. Departments and Colleges now using Nelson's:
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1. Place power with the President scientifically to reduce the tariff, and, if necessary, remove it entirely from imported articles that can be sold on a competitive basis with the products of trusts and monopolies that are not incorporated under federal law. 2. Enact a federal incorporation law, under which all corporations engaged in interstate trade may become incorporated. That law should contain provisions for visitation and examination, similar to those now in the National Bank Act and in the regulations of the comptroller of the currency. Such a law should not be compulsory. Every corporation availing itself of its provisions should be permitted to abandon and surrender its State charter. Every such federal corporation should be given rights, powers and privileges in every State on the scale of those now enjoyed by national banks, free from the harassing, nagging, conflicting, and oppressive statutory provisions and burdensome taxes that prevail in nearly all of the States against foreign corporations doing business therein. These grinding State laws have frequently been the controlling

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reason why corporations have organized local and subsidiary companies and acquired their capital stock.

3. Remove every such federal corporation from subjection to the anti-trust act; in other words, expressly provide that the provisions of that statute shall not govern federal corporations, but shall continue to apply to those not availing of the federal corporation act. Give to every federal corporation the unrestricted and untrammelled right to contract and to enter into any kind of trade agreements pertinent to its business. As a consideration for such freedom, provide that every such federal corporation shall be re-

quired to pay into the United States Treasury annually one-fourth of its net profits, after providing for all fixed charges, depreciation, maintenance, and a dividend equal to, say, seven per cent on all outstanding stock.

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In fact, I believe that under such a law the income of the Government would soon grow to such proportions as to meet not only its ordinary expenditures, but to permit the building of national roads and other public improvements. ☛ Let the Government, instead of fettering or shackling the tremendous and limitless resources, energy and strength of our industrial world, turn its fruits into paths of profit and usefulness for all of the people.

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accommodation of all the public. And this new rule works out into another case of privilege. The person who can afford to pay extra for special delivery can have his letters delivered on Sunday. The person who must have mail on Sunday and can have his correspondents send it by special delivery can have the mail at his office or home. The person who can not afford this extra expense can not even go to the post-office and get his mail by asking for it. This new postal law is an innovation that is much like a nuisance. It was smuggled into the bill as a "joker" by our Men and Religion Backward Movement friends—who want everybody

WE are to have no more mail from the post-office on Sundays. This will not keep holier the Sabbath Day. Nor will it lighten the labor of postal employees. The work will be so much heavier on Mondays because of the accumulation of undelivered mail on Sunday. Probably the postal-law amendment has for its object the necessitating of an increase of postal employees. But the post-office is not run for the benefit of the postal employees. It is carried on for the

else to do just what they do. One wonders if it could possibly have been done in the interest of increasing the receipts of the telegraph-companies. Whysoever it may have been done, the doing of it was nefarious. It does not help any one. It inconveniences a great many. It will make Sunday, if anything, less sacred than before. It will tend to choke business on Mondays, and it will not be to the advantage of the laborites in securing more employees in the post-office.—*William Marion Reedy.*

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☾ I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

☾ When I speak, a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquests of mind over matter.

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God of common good and human brotherhood, I give Thee thanks for siren songs of temptation that lure and entangle and the understanding of other men they reveal; for the

MAN'S Thanksgiving: God of common-sense, I give Thee thanks for the heavy blows of pain that drive me back from perilous ways into harmony with the laws of my being; for stinging whips of hunger and cold that urge to bitter strivings and glorious achievement; for steepness and roughness of the way and staunch virtues gained by climbing over jagged rocks of hardship and stumbling through dark and pathless sloughs of discouragement; for the acid blight of failure

weaknesses and failings of my neighbors and the joy of lending a helping hand; for my own shortcomings, sorrows and loneliness, that give me a deeper sympathy for others; for ingratitude and misunderstanding and the gladness of service without other reward than self-expression.—*Arthur W. Newcomb.*

The first and best victory is to conquer self; to be conquered by self is, of all things, the most shameful and vile.—*Plato.*

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UT upon Nature, in upon himself, back through the mists that shroud the past, forward into the darkness that overhangs the future, turns the restless desire that arises when the animal wants slumber in satisfaction. Beneath things he seeks the law; he would know how the globe was forged and the stars were hung, and trace to their origins the springs of life. And then, as the man develops his nobler nature, there arises the desire higher yet—the passion of passions, the hope of hopes—the desire that he, even he, may somehow aid in making life better and brighter, in destroying want and sin, sorrow and shame. He masters and curbs

the animal; he turns his back upon the feast and renounces the place of power; he leaves it to others to accumulate wealth, to gratify pleasant tastes, to bask themselves in the warm sunshine of the brief day. He works for those he never saw and never can see; for a fame, or maybe for a scant justice, that can only come along after the clods have rattled upon his coffin-lid. He toils in the advance where it is cold, and there is little cheer from men, and the stones are sharp and the bram-

bles thick. Amid the scoffs of the present and the sneers that stab like knives, he builds for the future, he cuts the trail that progressive humanity may hereafter broaden into a high road. Into higher, grander spheres desire mounts and beckons, and a star that rises in the East leads him on. Lo! the pulses of the man throb with the yearnings of the god—he would aid in the process of the suns!—*Henry George.*

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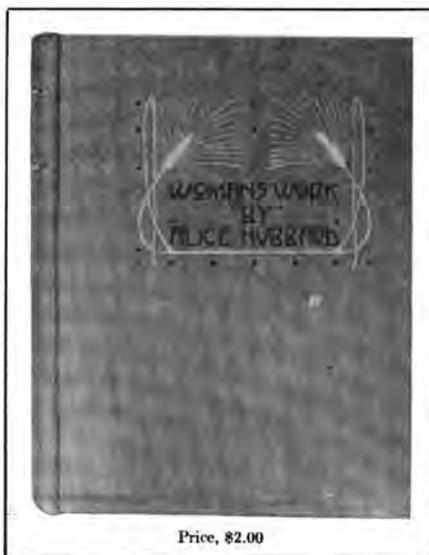
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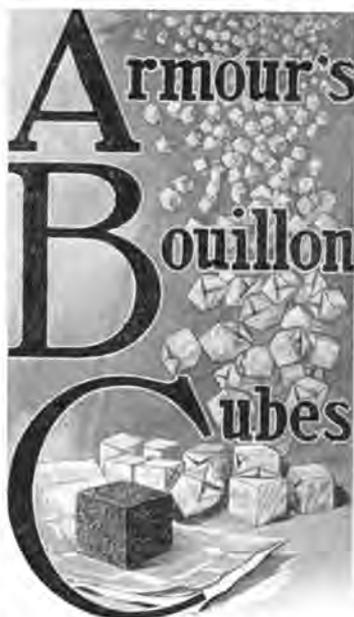
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And so we say to you, first of all: Buy a real car. Don't economize too closely on the purchase price. Economy is not merely spending the least money; it is getting the most for your money. And buying an automobile at too low a price is the worst economy in the world.

If a man is going to pay \$1000 for a motor car, he surely is not so pressed for funds that he could not afford to add enough more to that \$1000 to get him a really high grade motor car—a car of genuine quality. The additional cost, distributed over the years he will use the quality car, is nothing compared to the satisfaction of owning it.

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If you investigate you will find that there is a great difference between a \$1000 car and a \$1950 Chalmers—even greater than the price indicates. Of course, there is some resemblance in these cars. They all have four wheels. They all have a motor. They have transmissions—and other things necessary to make the car go. In these respects, all motor cars are alike. Just as all horses are alike, because all horses have four legs, two eyes, a nose and a mouth.

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You can't buy more quality than we have put into the 1913 Chalmers "Thirty-Six"—no matter what price you pay. You would realize this if you could go through the Chalmers factory, if you could see these cars being made practically complete in our own shops—from front axle to rear license bracket.

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Chalmers Motor Company, Detroit

The EVOLUTION of TASTE



EVERY year thousands of Pilgrims to New Haven and Yale University visit Woolsey Hall to see the Steinert Collection of Musical Instruments.

¶ Pianos that have felt the musical moods of Chopin, Mozart and Liszt are in this collection.

¶ Most of them are more than one hundred years old, and some are beautifully inlaid with rare woods. ¶ Magnificent instruments in their day, they still possess an intrinsic value that puts them in a class apart. ¶ Now they are given over to ancient and honorable disuse. "Hands off" is the legend that graces each particular instrument. ¶ I believe in the Evolution of Taste! ¶ We are not satisfied with the things our forebears approved. Our grandsires wanted the best their money would command — and so do we. ¶ And so, today when we want a piano that shall be an expression of a higher and more refined taste in music, we select a Sohmer. ¶ The Sohmer Piano is the embodiment of an ideal, perfected to the point where improvement seems preposterous. ¶ Hugo Sohmer and his co-worker, Joseph Kuder, toiled long and earnestly on the first Sohmer. This was more than forty years ago. ¶ Sohmer and Kuder were dissatisfied with the pianos then in vogue. If necessity is the mother of invention, then dissatisfaction is the sire. ¶ The Sohmer Piano is now recognized everywhere as an instrument worthy of supreme consideration. ¶ The music-loving public, whether layman, amateur or professional, hymn the highest paeans of praise for the Soulful Sohmer. ¶ Tone, Touch and Scale reach practical perfection in this high-class pianoforte; and the variety of case-designs is calculated to please tastes the most varied and exacting. ¶ Forty thousand delighted music-lovers are using forty thousand Sohmer Pianos this Year of Grace, Nineteen Hundred Twelve. Sohmer and Company are jealous of the lofty place the Sohmer Piano has attained in the Musical World. To permit a Sohmer, imperfect in so much as the minutest detail, to pass the portals of the Sohmer Factory at Astoria, Long Island, would be considered a dire calamity. ¶ The Sohmer Guarantee precludes the possibility of disaster and safeguards the interests of everybody concerned. ¶ Write today for the Sohmer Catalog—it matches that standard of excellence that has made the name "Sohmer," respected, honored and loved, by good people who know.

SOHMER AND COMPANY

Sohmer Bldg., 315 5th Ave., Corner 32d St.

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It would build annually six transcontinental railroads from the Atlantic to the Pacific.

It would build annually five trans-Siberian railroads.

It would build annually five Panama Canals.

¶ It would build annually three "Cape to Cairo" railways.

It would reconcile annually the losses of four San Francisco disasters.

It exceeds by \$380,000,000 the value of our 1908 combined cotton and wheat crops.

It exceeds by four times the value of all gold produced in the world in 1908.

¶ MAY the Lord deliver us all from Cant. May the Lord, whatever else He do or forbear, teach us to look facts honestly in the

THE British Chancellor of the Exchequer says: "To maintain peace the nations of the world spend annually \$2,250,000,000."

The nations by settling all controversies through an International Court could, after reserving \$500,000,000 for policing, save annually \$1,750,000,000.

This saving productively employed would build annually 250,000 miles of macadamized roads, exceeding in length the railroads of the United States.

face, and to beware (with a kind of shudder) of smearing them over with our despicable and damnable palaver, into incognizability. ¶ O Heaven, it is the most accursed sin of man; and done everywhere, at present, on the streets and high places at noonday! Very seriously I say, and pray as my chief orison, May the Lord deliver us from Cant!—*Carlyle*.

Good chauffeurs are on the water-wagon—the folks in the tonneau, mebbe!—*J. J. Cole*.

THE New Hampshire newspaper editors think they have a joke fastened upon Mrs. Marilla Ricker. In a communication to the press Mrs. Ricker said: "I heard at East Aurora not long ago a Massachusetts man say to a noted Saint Louis editor: 'Isn't there a great demand for Roosevelt throughout the West?' M. R. replied, 'There is a damned sight more supply than demand.'" It is of course obvious that the initials M. R. stand for Marion Reedy, editor of the Saint Louis *Mirror*, but the newspaper men insist that both the initials and the profanity are Mrs. Ricker's. Some even call the expression "characteristic," and so history will have it. Mrs. Ricker does not care, and will enter no futile protestations of innocence.

WE can form no adequate conception of what this silent activity of the souls that surround us may really mean. Perhaps you have spoken a pure word to one of your fellows, by whom it has not been understood. You look upon it as lost and dismiss it from your mind. But one day, peradventure,

the word comes up again extraordinarily transformed, and revealing the unexpected fruit it has borne in the darkness; then silence once more falls over all. But it matters not; we have learned that nothing can be lost in the soul, and that even to the very pettiest there come moments of splendor.—*Maeterlinck.*

Love strengthens and ennoble the character, and gives nobler aim to every action of life.
—*Jewesbury.*

"Onyx" Hosiery



Trade Mark

Silk

ONE of New York's best-known department stores recently announced a special offering of "Onyx" Silk Hosiery. This store has had many years' experience with every make of hosiery. Here is what they said about the "ONYX" Trade Mark:

"On the toes of every pair of hose in this offering is a little gold medallion inscribed 'ONYX.' That is the highest coinage in the currency of silk hose values. It symbolizes *quality, durability* and *workmanship* of the highest kind. It is a guarantee of hose satisfaction and a proof of money well spent."

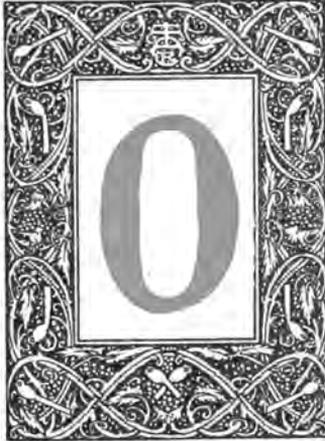
Some of the best "ONYX" numbers for Autumn and Winter are:

For Men	For Women
<p>No. 215 Light Weight No. 217 Heavy Weight Men's "ONYX" Pure Thread Silk with Lisle Heel and Toe, in Black and the following colors: Tan, White, Gray, Navy, Purple, Helio, Suede, Green, Burgundy and Cadet. Best pure silk sock made at the price. 50c. per pair</p> <p style="text-align: center;">No. 515 Men's "ONYX" Pure Thread Silk; medium weight; Lisle Sole; Black and all colors. \$1.00</p>	<p style="text-align: center;">No. 251 Women's "ONYX" Pure Thread Silk with Lisle Sole and Lisle Garter Top—Black and all colors. A wonderful value, the utmost obtainable, at \$1.00</p> <p style="text-align: center;">No. 498 An "ONYX" Pure Thread Silk in Black and all colors. Twenty-nine inches long. Extra wide and Elastic at Top, while the "Garter Top" and SOLE of SILK LISLE give extra strength at the points of wear, preventing Garters from cutting and toes from going through. \$1.50</p>

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Lord & Taylor
New York

NINETY-NINE PER HAVE YOU



ONLY healthy people are happy. Health turns on having a useful occupation, and a hobby on the side. ¶ Then, we must not overeat. We must not underbreathe, and we must, above all, breathe pure air. You can eat a peck of dirt, but go slow on how you breathe it. ¶ A man can go without eating for forty days. He can go without drinking for six days. But he can not go without breathing for six minutes. ¶ The Breath is the Life. Through the breath is the blood oxygenated and purified. ¶ One-third of all deaths in America are from lung diseases. The great White Plague is upon us. ¶ Well did Seton-Thompson say, "Half of our diseases are in our heads and half are in our houses." ¶ But some of the germs of disease are too minute to discover, even with a microscope. But the microscope shows a few of these. It shows the typhoid germ and the germ of tuberculosis. ¶ In many cases of sickness now, the wise physician will remove every carpet and every rug in the room of the sick man. ¶ Rugs, carpets, hangings, catch and hold the germs of disease. ¶ We pick up death-germs in the street on our feet, skirts, clothing, and we carry them into our steam-heated houses, and there the conditions for incubation are ripe. ¶ A carpet is a culture-bed. ¶ Disease, dissolution, death, lurk in rugs and carpets. ¶ Carbonic-acid gas is always prevalent in a house. It is heavier than air and sinks to the floor. ¶ The dreaded second year of the child is dangerous, owing to the fact that a good deal of its time is spent on the carpet or the floor. A child carried in arms is freed to a great degree from the germs of disease. But when the little darling begins to creep, he is right down amongst the bugs, the bacteria and the carbonic-acid gas. ¶ Measles, whooping-cough, croup, chicken-pox, are all avoidable diseases. Once we thought they were all sent by Providence. Then we said they were unavoidable. Now we know that they have a cause. ¶ You can not keep your child off the floor. He has to exercise—to creep, to crawl, to climb, to pull himself up by a chair. He is investigating his environ-

THE UNITED

31 HURFORD STREET

CENT EFFICIENCY GOT IT?

ment. ¶ What shall we do? Why, we will make the environment wholesome; and there is only one way to do it, and that is to replace the air in a room, pick it up and carry it out. We will carry out with it the dust, dirt, bacteria, bugs, and germs of disease. ¶ What is called the vacuum-cleaner is not a vacuum, and usually it does not clean. ¶ Any form of sweeper that does not pick the air up and carry it out is faulty, and is little better than the old-fashioned broom that agitated, disturbed and scattered. ¶ Sweeping dust into a bag does not get rid of foul air and the germs that float in the atmosphere. ¶ The TUEC STATIONARY CLEANER system is the thing. ¶ Unsanitary sweeping is just as bad as the old-time earth closet, with all of its unnamable adjuncts. ¶ The Tuec Stationary Cleaner picks up the foul air off the floor, through an artificial cyclone which is confined within proper limits. ¶ It creates a terrific suction and lift of the air. It takes the air from under the carpet and the dust from the carpet, with all of the impurities that have been distributed from our foul shoes, taking things up on the sidewalk. ¶ The question is n't, "Is the Tuec Stationary Cleaner desirable?" but, "Can any housekeeper afford to do without it?" ¶ We certainly would not pick up the impurities of the street and eat them on our plates at the table. But we do pick them up and carry them into the home by the millions, and breathe them in—and breathing poison is worse than eating it. ¶ The thing is to have an instrument that will get rid of them. Every housekeeper who is working for ninety-nine per cent efficiency should get in touch with The United Electric Company, of Canton, Ohio. Here is a firm with ample capital, a corps of engineers, physicians, microscopists, scientists, who have studied out the question of sanitation from every possible standpoint. ¶ Their invention is within the reach of every housekeeper; not alone within the reach of those who live in palaces and have butlers and many servants. But every woman who does her own work, who prizes the health of her children and her family and her own happiness, may and should use this wonderful invention, THE TUEC STATIONARY CLEANER. ¶ Send for circular today, while you think of it.



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Roycroft furniture resembles that made by the old monks, in its simple beauty, its strength and its excellent workmanship. We use no nails—but are generous in the use of pegs, pins, mortises and tenons.

To acquaint you with our furniture this special offer is made: With each order for one of these footstools, we will crate in an Oak Book-Rack, gratis, provided cash accompanies the order. (You pay the freight.)

The Roycrofters

East Aurora, New York



FOOTSTOOL, No. 048
15 inches wide; 9 inches deep; 9½ inches high
Oak, \$5.00 Mahogany, \$6.00



BOOK-RACK, No. 0116
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Our new complete Furniture Catalog will be sent you on receipt of twenty-five cents in stamps



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By ALICE HUBBARD

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The Philistine Magazine for One Year and *The Myth in Marriage*, a new book by Alice Hubbard, both for One Dollar.

The Philistine is a live, alert Messenger carrying wide-awake thoughts.

The Myth in Marriage is a book written in the hope that it may cast some light on a modern social problem.

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To THE ROYCROFTERS, East Aurora, Erie County, New York:

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The new Roycroft Vase is stately and dignified. It has grace and wonderful charm. It was fashioned particularly for our glowing American Beauty roses, but is equally well suited for huge Chrysanthemums and other long-stemmed flowers. The vase is 22 inches high; the bowl is 8 inches in diameter. The price is \$10.00.

The Roycrofters, East Aurora, New York

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DESK-PADS with individual blotter and pen-wiper. These Writing-Table Pads are made in three sizes. The modeled-leather desk-set will harmonize with desk-fittings of bronze, brass, copper or silver. Several designs are used.



Price, \$3.50]

An INK-BOX of copper that will hold ink enough so that it is not an aggravation

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Price, \$2.00

BOOK-ENDS

Hand-Wrought Copper Book-Ends. Poppy Design ; price, \$4.00. Tree Design ; price, \$4.00. Plain Book-Ends for pocket-edition books ; price, \$2.00.

The Roycrofters, East Aurora, New York



One Way to Advertise Effectively

NO two people define "advertising" alike. ¶ Some say it's a Science. ¶ Others call it an Art, and put it up high on a pedestal, "like Patience on a monument." ¶ We recognize some of its symptoms, but beyond this we can not speak with authority. ¶ To me, Advertising is Salesmanship. And Salesmanship, in the last

analysis, is just good old commonsense, which, by the way, is not so common, after all. ¶ If I were asked to define advertising, I should put it something like this: "Advertising is telling the public at large who and what you are, and what you have to offer the public in exchange for its hard-earned." ¶ But some ways of getting before the public — and staying there — are more effective than others. ¶ And The Leathersmith Shops, Incorporated, of Philadelphia, have hit on one of them. ¶ The Leathersmiths cater especially to the high-class manufacturers. ¶ The best, cheapest and most unobtrusive way to make yourself remembered, and win the patronage of the judicious, is by a Gift. ¶ So, the Leathersmith Shops specialize in *Business Gifts*: not the ordinary, hackneyed kind you see every day, but the sort that are "different" — cigar-cases, bill-folds, pocketbooks, paper-weights, memorandum-books, book-covers, catalog-covers, table-mats, desk-sets, scrap baskets, calendar-stands,

An attractive Display Panel worked out by the Leathersmiths.



Made of Real Leather, Illuminated by Hand and Mounted on an Inch Oak Panel, 18 x 12 Inches; Finished with Antique Nails, and Altogether a Pleasing Addition to Any Good Store Window.

frames, and book-folds. ¶ These Business Gifts are made of real leather, ornamented with special designs and hand-illuminated. Some idea of the high quality of these goods can be gained from the illustration. ¶ The customer who gets one of these artistic Business Gifts will "come back" strong. These articles are so different from the usual line of junk that dealers pass out

over the counter — they're so good you'll probably have to fight temptation with one hand before you can consent to give 'em away. ¶ They combine good looks and utility in a way that insures appreciation — and more business. *Business Gifts* made by The Leathersmith Shops have proven lucrative investments for hundreds of progressive manufacturers and retail dealers the country over. ¶ Then, too, there are attractive *Display Panels*, wrought in rich decorative designs for

use in retail shops. These signs are sold in large quantities to manufacturers of high-grade merchandise, marketed through Retail Stores, the signs being sent "free gratis" to the Retailers for display purposes. They are wrought on fine leather and mounted on sturdy oak and mahogany panels. These signs are finished off with antique nails, and equipped with antique chains, or an easel, or both, as may be thought best. ¶ Manufacturers as well as Retail Dealers are invited to write for suggestions, specimens and wholesale prices, to



The Leathersmith Shops at 1033 Race Street
Philadelphia U S A
Unusual Advertising Display Panels & Business Gifts
out-of-the-ordinary all made in Decorative Leather



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The real value of your Traveling Equipment is measured in two ways :

It is measured in the number of miles of honest travel you receive per dollar expended.

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In four years he traveled 105,000 miles at a cost

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Investigate today the trunk that protects you against loss.

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product of that mysterious emotion of human hearts, that finest, dearest flower of human life, which we call love. It was love, human love, that projected this illusion out into the infinite spaces and with it created God. Do you remember that exquisite sentence of Ingersoll's about immortality? Said this prince of poets, “Immortality is a word that Hope through all the ages has been whispering to Love.” And again he says, “In the night of death Hope sees a star, and listening Love can hear the rustle of a wing.” This illusion that there is somewhere a Being, a Person, all-powerful, all-loving, in whose care all the world lies safe and secure

THE illusion that there is somewhere in the universe a Being who cares for every human creature, for every child that comes into the world, is an illusion which has been associated for some time with what is called the religious life of the world—not always so associated, indeed only for a comparatively limited time. That illusion is not the product of religion—it would be truer to say that all that is best in religion is the product of this illusion. This illusion is unquestionably the

—that illusion was born of human love. I don't wonder it has endured so long. Indeed, I would n't give a rap for anything you can name which somehow is not related to love. Only that which is born of love is or ever can be of supreme worth.

And yet, this belief, in the form in which it exists, is still an illusion. More than that, we have reached a time when that illusion must begin to give way to something better. There is something better than that illusion. And

There's joy in a visit to Vantine's—Remember this the next time you're in Manhattan.

that something better is the concrete reality which the illusion at best only symbolizes. Really, while this illusion of a loving and all-powerful God was and is a noble one, the noblest mind of man ever conceived till now, it does not hold the future. There is a nobler one, and that is the conception that human beings themselves possess all the power which they have imagined in a God, and that if they would ever have such a reality, they themselves must make it.

—W. T. Brown.

APPPLY the times display an increasing catholicity of feelings which we shall do well in carrying as far as our natures permit. In proportion as

we love truth more and victory less, we shall become anxious to know what it is which leads our opponents to think as they do. We shall begin to suspect that the pertinacity of belief exhibited by them must result from a perception of something we have not perceived, and we shall aim to supplement the portion of truth we have found by the portion found by them, making a more rational estimate of human authority; we shall avoid alike the extremes of undue submission and undue rebellion; shall

Postal Life—the insurance company that saves you *money* and safeguards your *health*

Put the agent's profit in your own pocket

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Life-Insurance Without Agents

When Arnold Bennett was in Chicago recently, he had an opportunity to see a mail-order business of the greatest complexity and most intricate mechanism handled with consummate simplicity, precision and smoothness. The novelist could not but express his admiration for the competent management of an enterprise presenting so many and such varied points of difficulty. It is not so many years ago when a woman, answering an advertisement which offered genuine steel engravings of the late General Washington, for the small sum of One Dollar, received in reply a canceled two-cent stamp, bearing the august and ink-besmeared features of the Father of his Country. Happily, all this is changed. It is now safer to travel than to stay at home. You can often get better satisfaction through mail-order buying than by the personal visit. This is Truth.



Uncle Sam Its Only Agent

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1. Your full name
2. Your occupation
3. The exact date of your birth

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Postal Life Insurance Company

WM R. MALONE, President

35 Nassau Street, New York

not regard some men's judgment as wholly good and others as wholly bad; but shall rather lean to the more defensible position that none are completely right and none are completely wrong.—Herbert Spencer.

SUCCESS lies, not in achieving what you aim at, but in aiming at what you ought to achieve, and pressing forward, sure of achievement here, or if not here, hereafter.

—R. F. Horton.

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- Fifth: *High medical standards* in the selection of risks.
- Sixth: *Policyholders' Health Bureau* arranges one free medical examination each year, if desired.



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THE Businessman who does not extend the joyous palm to innovation and improvement is playing into the hands of his friends, the enemy. Moreover, he is voluntarily blocking the wheels of progress and putting on the brakes, when he should be throwing open the throttle. ¶ The man whose aim is to build business, not block it, is finding the International Commercial Car a practical necessity in the management of his business. ¶ The Auto Wagon is a profitable investment any way you choose to view it. It means economy, for one thing. An International costs less than the horses and wagons that would be required to perform the same work, and the cost of maintenance is trifling. ¶ The Auto Wagon is a glutton for work. It will cover ten to fifteen miles an hour, and maintain this speed all day, and far into the night. ¶ Men who are anxious to extend the radius of their commercial activities are finding the International Commercial Car an indispensable business ally. ¶ The Auto Wagon is designed especially for light hauling and prompt deliveries. ¶ Back of every International is the guarantee of an old and dependable House—one that has been doing business successfully for three-quarters of a century. ¶ When you buy an International, you are doing the most reasonable thing. You are buying not merely the best and most efficient Commercial Car on the market today—you are getting the Experience, Reliability, Prestige and Trustworthiness that made the Commercial Car possible—and this is worth remembering. Send for catalog.

**International Harvester
Company of America**

(Incorporated)

160 Harvester Bldg Chicago U S A



Outdoor Outfittings for Men, Women and Children

THE name "Mackinaw" lingers pleasantly in the memory of many. It recalls a sojourn at Mackinaw Bay, a Little Journey to the Fort, a sail through the Straits between Lakes Huron and Michigan. It is a picturesque country, especially in Winter. ¶ The name "Mackinaw" as an article of wearing apparel calls to mind a good-looking, serviceable, outdoor garment that has grown prodigiously in favor. Joseph's coat of many colors had nothing on an Adirondack Mackinaw. Its striped and plaid color-effects are striking, and its full size and wind-proof material of pure virgin wool make it ideal for Winter wear.



¶ The Indian guides of the Mackinaw Tribes were the first to sport these bright-hued hunting costumes, but they were soon adopted by woodsmen and villagers in the snow-bound regions all along the border-line of Canada. ¶ If you have been in the Adirondacks in Winter, you know how popular these coats are with men, women and children, young and old alike. Everybody wears them. They can easily be slipped on over your regular garments, and nothing will give you more solid satisfaction than the famous Adirondack Mackinaw. ¶ If you are fond of the great, free out-of-doors, and are in sympathy with the Spirit of Winter, there is nothing to equal one of these stout, rough-and-ready Mackinaws. Prices, \$8.00 (like illustration); \$10.00, \$12.00, \$15.00 and \$16.50. They are made with an eye to warmth, comfort, and picturesque appearance. ¶ The Adirondack Foot-Warmers here shown will be sent postpaid for \$1.50 the pair. ¶ These foot-warmers are made of first-quality sheepskin, with warm, fluffy fleece on the inside. They are ten inches high, and may be had in all sizes. ¶ Adirondack Foot-Warmers make timely Christmas Gifts that will surely be appreciated. State regular shoe size when ordering, and whether to be worn over shoes or hose. ¶ Write today for large, beautifully illustrated booklet of Outdoor Outfittings for Men, Women and Children.



W. C. Leonard & Company
50 Main Street Saranac Lake, New York

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THE FRA—Exponent of The American Philosophy. CONTENTS, November, MCMXII

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A Little Dissertation on Roycroft Copper

VON SCHADOW was one of the great forces in modern German art, as was William Morris in England. He saw the beauty of many things, and among them the beauty of copper—its fine decorative color, its pliability for ornamental purposes. He made a Quadriga for the top of the *Brandenburger Thor*, Berlin. Though of colossal size, it was hammered all out of copper.

☞ Thousands of American tourists have gazed up at it in wonder. It is indeed something to look at and talk about. But you can not take it home with you. You can not own it or ornament your home with it. It has no intimate usefulness, no domestic significance.

☞ Beautiful objects should be owned by the people. They should embellish the homes of all. Many who are fond of just such objects are of the opinion they are made only for the rich. In this, of course, they are mistaken.

☞ The Roycrofters have shown that beautiful objects are within the reach of all. Look at their Desk-Sets, Book-Ends, Candlesticks, Lighting Fixtures, Vases, Bowls and Trays. Each is an individual piece of work. The surface shows the loving touch of the artificer's hand, the marks of the lusty hammer, falling down a thousand times before a piece is finished.

☞ When you make a present, give something of lasting value, something useful and beautiful, something worth while. The Roycroft Copper Products will stand the wear of time. They add beauty to the humblest home, and are effective in the most luxurious interior.

☞ Dinant, a little town in Belgium, famous for its Copperware during the Middle Ages, was kept busy all the year round, its products were so much in demand. The Roycrofters, equally perfect in their craftsmanship, are worthy successors to the sturdy Flemish burghers.

☞ It was a privilege to purchase a piece of Dinant ware. It is likewise a privilege to purchase a piece of Roycroft Copper. The greenbacks you offer in exchange can be duplicated. Not so your purchases, for the demand is greater than the supply. The *objets d'art* of The Roycrofters are not manufactured, nor factory-made. It takes time, brains and patient love to produce them.

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Old Style

By ELBERT HUBBARD



If you are not already acquainted with the volumes in the New Century Library of Standard Authors, my advice is: *Get acquainted!* ¶ I did n't know much about this series, myself, until one day I saw some of the books in a friend's library. Then I took a tumble to myself and ordered the entire set of one hundred forty-odd volumes by special delivery. ¶ And every time I think it over, I shake hands with myself again and admit that I am "all there" when it comes to discernment, discrimination, acumen, penetration and so forth. ¶ One of the first feelings you have, on making the acquaintance of these beneficent pocket-size books in dainty, limp-leather binding, is that of regret — regret that the Good Men and Great of former times could not have lived to appreciate this triumph of the Art of Book-Building. ¶ The volumes in the New Century Library of Standard Authors are quite unique in Bookdom. Mere words can not do them justice. ¶ It is not enough to speak of the rich, velvet-soft, limp-leather bindings; the thin, tough, pliable, opaque India Paper; the large, clear, clean-cut, generous type, inviting the eye — you must see these things for yourself, as I did, to appreciate them properly. ¶ Stevenson is the latest Standard Author to be honored with a Nelson Binding. Six handsome volumes include the complete works of Robert Louis, the Well-Beloved. Bound in Maroon Leather, Limp, with gilt back, gilt top, marker and frontispiece, in box, \$1.25 each. The set of six in a neat box, \$7.50. ¶ Nelson's India Paper Authors can be had singly or in sets, at \$1.25 the volume. They lie open flat in the hand — in this respect resembling shoes that you put on and wear, without the necessity of breaking in. ¶ "Of making many books there is no end," runs the ancient proverb — probably there never will be — at least not yet. But the imagination can not possibly conjure up anything, in the way of a book, more unique, charming and altogether serviceable and companionable than the dainty, beautiful volumes that compose the New Century Library of Standard Authors. ¶ As Christmas Gifts, they are especially seasonable. Remember this — and then thank me for having put you next to a good thing. ¶ Ask your bookseller for them or write to the publishers direct ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞

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☞ OCCASIONALLY it is necessary to refer back to some transaction closed two or three months previous. Every transaction, as it passes through our hands, is perfectly plain and all its details are clear. But three months old, in the light of memory, it is dim, confusing and unreliable, hence the necessity of making accurate and permanent records. ☞ Notes passing from department to department are often undated, and not clear, unless the other party is perfectly familiar with the

and dishearten with a single word ☞ But to help the young soul, add energy, inspire hope, and blow the coals into a useful flame; to redeem defeat by new thought, by firm action, that is not easy, that is the work of divine men.—*Emerson.*

☞ Raise food-products and feed the miners, and you will all get rich. But if you mine for gold! and silver, a very few will get rich, and the most of you will die poor.—*Brigham Young.*

We have a farm of 500 acres—also shops—where our boys learn to be self-respecting and self-supporting. The Roycroft School for Boys.

whole transaction ☞ Clear thinking and a thorough grasp of every situation compel a man to make a clear-cut expression. Hazy and indefinite notes often indicate loose thinking and incomplete knowledge of the facts.

Be clear and accurate in all your records, for the sake of the others with whom you are dealing, for the sake of the business itself, and above all for the sake of your own systematic development.

—*E. A. Rumely.*

☞ IS cheap and easy to destroy ☞ There is not a joyful boy or an innocent girl, buoyant with fine purposes of duty, in all the street, full of eager and rosy faces, but a cynic can dull

THE sentimentalist should reflect, but does not, that the fine feelers by which the iniquities are so keenly discerned, are a growth due to it, nevertheless. Those fine feelers or antennæ of the senses come of sweet ease; that is synonymous with gold in our island latitude. Not only are the Fine Shades impossible save on a golden background; they become ridiculous without it.

—*Meredith.*

WOULD have the law explicit, and permit the Corporation Commission to say what agreements would be permitted. Such agreements, approved by the Commission and made with full publicity, would be in the public interest, preventing business demoralization. If corporations are prevented from creating monopolies or unduly restraining trade, then the public is protected.

—*The Honorable E. H. Gary.*

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enough and great enough to laugh at himself. His enemies he regards as friends who misunderstand him, and his avowed friends cannot turn his head by flattery.

—*“National Magazine.”*

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UP in Bennington, Vermont, are located the wonderful mills where Cooper's Spring-Needle Knit Underwear is evolved. **C** Spring-Needle Knit is associated *only* with the name "Cooper." Other *genuine* Spring-Needle Knit Underwear is there none. **C** The machines that turn out these superior undergarments are the only ones in the world. The Cooper people make the machines that make the fabric that makes glad the hearts of the Elect.

C Working conditions in the Cooper Mills are ideal — about what you might expect to find in More's Utopia or Plato's Republic. **C** Life is good up in the Vermont Hills, and the good-cheer, health and happiness of the country seem to have gotten into the very warp and woof of the garments.

C Cooper's Spring-Needle Knit is the best underwear made. It is everything it ought to be. It gives you that feeling of comfort which is essential to success. **C** Spring-Needle Knit is weblike in its elasticity — it fits the body perfectly and conforms to every movement thereof.



C Cooper's Closed-Crotch Union Suits are the acme of comfort, finish, fit, style and wear. Openings in back and front are independent of each other. There are no open edges to cause irritation, annoyance and worry — no uncomfortable folds, rolls and wrinkles to make life miserable and call forth language unprintable. The two-piece suits are made up in a bewildering variety of weights, colors, sizes and styles. As Ali Baba says, "You pays your money an' you takes your choice."

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BENNINGTON

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Vol. 10

NOVEMBER, 1912

No. 2

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OF A MAN—WHEN SHE IS**

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THE OPEN ROAD

A FOOT WITH THE FRA

Women in Business



WHEN the late E. H. Harriman died, and left property worth two hundred fifty million dollars to his wife, in a will of ninety-two words—ten words of the will being used to express his confidence, esteem and love—he did an unprecedented thing.

Three years have passed, and the wisdom of Harriman has been corroborated. The property is now worth fully a third more than it was when Mrs. Harriman came into possession of it.

We have been told that the New World was discovered in Fourteen Hundred Ninety-two, man was located in Seventeen Hundred Seventy-six, and woman was sighted in Eighteen Hundred Seventy-six, the place where woman was discovered being the Centennial Exposition, Philadelphia, and the man who made the great discovery one Remington, inventor of the typewriter, and incidentally, of the typewritist.

Woman in the business world is an innovation.

¶ In Eighteen Hundred Seventy-six, women were first being employed as sales-clerks in drygoods-stores. Up to this time a woman behind the counter was regarded as a curiosity. Before this, salesmanship had been a masculine monopoly, the pace having been set by A. T. Stewart, who stood all day long at the front of his store, greeting every customer with a smile and a hand-grasp, and speeding the parting guest in the same way.

¶ A. T. Stewart was the world's greatest merchant in his day, and the only women in his Palace of Business were scrub-women. A. T. Stewart was a great man, but he never had the imagination to guess that some day a woman would own and manage a bigger and finer store than his.

Women and Truth

THE advent of women in the world of trade did not, however, come all at once. We were gradually led up to it by the New England schoolmarm, who had taken the place of the Irish schoolmaster, and greatly to our surprise had done the work quite as well or a little better.

Woman, as a schoolteacher, came into view

(RECAP)

during the Civil War, when men were at a premium ☞ ☞

But the general employment of women in stores and offices did not come until the acceptance of the typewriter as one of the necessities of business.

Women and truth in the world of trade came in together. Both have benefited, uplifted, refined the entire business fabric. A. T. Stewart had a varying scale of prices, and his salesmen were paid premiums or extra commissions when they made a sale of silk above a certain price per yard. Finesse, diplomacy, barter, haggle, all played their parts.

Truth in trade has been tried and tested, and is here to stay.

Nowadays we trade faster, thanks to the one-price system. Untruth is sand in the bearings.

☞ When we make a sale we make a friend, and if the customer is ever surprised it is on the side of getting more for his money than he expected, rather than less.

There is no advertisement equal to that of a well-pleased customer.

Woman's Administrative Ability

BESIDES acting as sales-clerks, stenographers and cashiers, we occasionally find a woman who possesses genuine administrative abilities.

Ella Flagg Young, Superintendent of Public Schools in Chicago, comes easily to mind ☞ This woman has gravitated straight, by the Law of Natural Selection, to where she belongs.

☞ Entering the public-school system of Cook County, Illinois, thirty years ago as a grade teacher, she has worked her way up until she is universally regarded as the one person who is best fitted to act as head of the Public-School Department of the second largest city in America.

Mrs. Young's salary is ten thousand dollars a year. She gets it; also, she earns it—and more.

☞ Schoolteachers are, as a class, poorly paid. There are women buyers in various department-stores, East and West, who receive salaries as large as that paid to Mrs. Young, and larger.

Mrs. Young had the felicity to be born in Erie County, which is in York State, her birthplace being but a few miles from East Aurora. It will thus be seen that she had a good start in life.

Mrs. Young at this writing is sixty-seven years old, having been born in Eighteen Hundred

Forty-five. Not only does she run her own department, but she also runs an automobile, dispensing with the male chauffeur.

A Great Business Woman

PROBABLY the most successful woman in actual business today is Mrs. Charles Netcher, owner and general manager of the Boston Store, Chicago.

Mrs. Netcher might sign her name Mollie Netcher. Instead, every time she inscribes her signature she pays tribute to her husband, who founded the business.

The spirit of Charles Netcher still abides. It seems to permeate the Boston Store. There you will often hear him quoted and referred to, and always in a tone of deep respect ☞ Emerson says that every great institution is the lengthened shadow of a man.

It is beautiful that Mrs. Netcher, and all of her big army of four or five thousand helpers, should reverence the memory of the dear, dead chief.

However, let the fact stand that since the passing of Charles Netcher, eight years ago, this business has more than doubled in size ☞ Did I say doubled? The fact is that the Boston Store today is nine times as large as it was eight years ago, and it is needless to say that the business has grown in proportion.

Mrs. Netcher is a woman of quality. She has moral, intellectual, commercial qualities that are akin to genius, although she would be the last person to acknowledge the fact.

She is not in evidence in social circles. Very few people who buy or sell at the Boston Store ever see her. If you want to go and see Mrs. Netcher, you have to go and find her. She does not chase after honors, nor lie in wait for recognition, and it is not an easy matter to interview her, for she is a busy woman ☞ She has a poise, a dignity, a health, and a big, generous view which very few men indeed possess. And all this without loss of what the *Ladies' Home Journal* calls "motherly qualities." ☞ ☞

Mrs. Netcher is mother of three sons and a daughter—a beautiful family to which she is devoted ☞ ☞

She manages one of the biggest retail businesses in America—a business that is peculiar, unique, and which those who know her best say is her own lengthened shadow.

Wrapped up in this business is a great love-story, which need not here be told. Simply let

the fact stand that this woman when a girl was married to the owner of the Boston Store. Charles Netcher thought he was a confirmed bachelor, but the Fates said otherwise.

Perhaps it was the good judgment of the girl in business matters, her deportment, her ability to meet customers on an equality, her sense of values, her promptness and her absolute truthfulness which won the heart of the merchant.

The Rise of Charles Netcher

CHARLES NETCHER was born on the "East Side" in Buffalo. His ancestors were from the Netherlands—plain, simple, hard-working people, who had the elemental virtues that made the Hollanders the school-masters of the world.

He was one of a big family, when taken out of school and set to help along earning a living for the brood of brothers and sisters. That was in Eighteen Hundred Sixty-five, when he was a boy of twelve. C. W. and E. Pardridge were then the leading merchants of Buffalo, and it was there that his mother took the round-faced youngster with glowing red cheeks and the rugged physique that suggested the plain life to which he had been accustomed.

Telling how he had first hired Mr. Netcher, C. W. Pardridge said one day:

"There was something about the boy that impressed me the moment he came into my presence. He was clinging to his mother's skirt, not in an embarrassed way, but with a sort of air of doubt. His mother asked me if we were in need of any boys. As a matter of fact we were not, as the sixty or seventy positions we had to offer were filled. I was on the point of telling her so when I looked down at the boy by her side. He was gazing into my face, his eyes scanning me expectantly. There was a sort of determined look about the boy which appealed to me.

"'What can you do?' I asked him.

"'Anything,' he replied, in a matter-of-fact way, looking me squarely in the eyes.

"'Well, we don't really need a boy, but I guess I'll hire him anyway,' I remarked to his mother, and he threw off his coat and went to work.

"This was how Charles Netcher got his first job. He started in as a bundle-carrier. His salary was a dollar and a half a week. There were perhaps seventy boys employed in the store at the time, and yet from the first day

he worked for us he seemed to stand out above the rest. He never seemed to care much for the pleasures that appealed to the other boys. His eyes were on business. And, above all, he was not afraid of work. He did all that was required of him, did it willingly and cheerfully. And he did n't stop at this. He always was looking for something to do.

"As a boy Mr. Netcher was extremely quiet. He talked little, and when he did speak he usually limited his conversation to brief sentences which were forceful and expressive. But he was a good thinker.

"I remember one day when we were considering the advisability of moving our business to Chicago. Mr. Netcher had then been in our employ several years, and had risen from the position of bundle-boy to inspector. We were immensely fond of him, and it occurred to me that we might bring him along in case he cared to come. I called him into the office and said: 'Charley, how would you like to go to Chicago to live? Do you want to go there and work for us?' Without deliberating or asking questions he replied, 'Yes, sir.'

"That answer indicates the character of man Mr. Netcher was. His mind appeared always to be made up, and when once he set out to accomplish anything it was as good as done. He was a man of few words, but an incessant thinker, and his capacity for work seemed unlimited."

The Commonsense Man

HE business career of the bundle-boy who climbed to the top of the ladder from a humble beginning really began in Eighteen Hundred Sixty-nine, when the Pardridges discontinued their Buffalo store and moved to Chicago.

In Eighteen Hundred Seventy-one, during the great fire, the Pardridge store was entirely destroyed, the firm losing everything with the exception of the goods which were on the road in transit.

Mr. Netcher suggested that a store be constructed on Twenty-second Street near State, and was told to go ahead. He built this shanty of any available lumber he could find, working with the men to hurry its completion. He made a success of this undertaking, and from then on slowly, surely, without fail, the business grew.

Shortly afterwards, the store was moved to

its present location on State Street in the five-story building at the corner of the alley between Madison and Washington Streets which Potter Palmer had recently completed.

¶ Mr. Netcher had the bright, intuitive mind, and the habit which considers the welfare of the concern for which he is working. He was able to sink himself in his task. In other words, he was on to his job.

It will not do to say that Charles Netcher was a man of commanding brain or a Napoleon of finance. He was something better—he was the average man focused. He was a Commonsense Man.

He went from position to position, always stepping a little higher with each change. And yet he never received what in these days would be regarded as a big salary. Until he was given a working interest in the firm, he never had drawn more than twenty-five dollars a week. Yet he managed to save a considerable sum. One of his rules of living was to spend much less than he made. He allowed himself nothing for luxuries, and reduced necessities to a minimum basis. For years he was extremely fond of smoking. During the day he never would touch a cigar, but after business hours, when he was alone working in the evening, he smoked almost constantly. One night he came to the conclusion that smoking was injuring his health and unfitting him for business. "I'll quit," he told a business companion. And from that time to the day of his death he did not touch a cigar. Instead of smoking he ate fruit. "It is just as satisfying, and I know it does n't injure my health," he observed.

The Origin of the "Boston Store"

✱ It was in Eighteen Hundred Seventy-three that Mr. Netcher began to accomplish really great things.

It was an age of bargains. People wanted things cheap. Stein's Dollar Store had set a pace, and the Boston Store saw Stein and went him one better by introducing a ninety-nine-cent department.

Things prospered. Netcher discovered that instead of people wanting things very cheap, they wanted good things at moderate prices.

¶ In that year he was given an interest in the business of the firm, starting with the understanding that he was to receive in addition to his salary ten per cent of the profits. His name was placed above the door,

but to this he objected. He was always opposed to anything resembling ostentation, so he had the sign taken down, and originated the title, "Boston Store," which has clung to the institution ever since.

When Mr. Netcher's income began to show the perceptible increase, arising from his interest in the business, he was able to do what few men make a success of—keep his expenses as low as they had been when he received but a small salary. He allowed his profits from the business to accumulate, and continued living upon twenty dollars a week, as he had done before. He even saved money out of his salary, so that at the end of the year several hundred dollars went to swell the amount he received as his percentage of the firm's profits.

Nor did success lessen his desire for work or his attention to business. He put in eighteen hours a day at the store, familiarized himself with every branch of the institution, performed all sorts of duties which might easily have been turned over to some one else, and even slept on a counter night after night, so as not to lose time in going to and from his place of business.

All during the Eighties, and I believe up to Nineteen Hundred, there was a sidewalk display, with great rolls of carpets hanging from the windows. This bazaar on the sidewalk was the A. T. Stewart idea; and Stewart got it from the days when trade was mostly done at the fairs. Stewart opened all boxes in the street, and offered great bargains to the passers-by.

Netcher adopted the plan of buying for cash and selling for cash.

He was the first man in the world that I know of in the retail business to pay every bill the same day the goods were received.

This made him known in the selling world. People who had goods and wanted to get the money quickly applied to Netcher. Most every one else paid on the Tenth of the month. Some paid in ten days, which meant perhaps thirty. Others gave notes. Netcher paid the day the goods were delivered, and those very methods continue to this very day.

"Buy for cash and sell for cash," was Mr. Netcher's slogan, and now in all America no great store but the Boston Store has adhered strictly to such a policy. No commissions to any one, no discounts to any one, no premiums

no catch-penny devices, but only the great bargains that come from buying for cash and selling for cash—thus eliminating an expensive bookkeeping system and business losses.

He enlarged his store as fast as he made money. He was an economist of time and of materials, but he was a spendthrift with his own strength.

As the business broadened, so Mr. Netcher's income increased. But his expenses remained where they had been when he was only a salaried employee. In time his percentage of the profits was increased. Then increase followed increase, until, in Eighteen Hundred Ninety-nine, he stepped into the full proprietorship of the Boston Store, purchasing it outright from the man who gave him his first position as a bundle-boy at a salary of one-fifty a week.

Mr. Netcher's Humanitarianism

FOR a man who accomplished as much as Mr. Netcher did in such a comparatively short space of time, his life was barren of conspicuous incidents. He was not the speculator who turns a fortune in a day or a week and springs prominently into the limelight of public attention. Nor was he a spectacular tradesman who sought to make his accomplishments stand out. He was in a sense a plodder, the bulldog type of man who never lets go. Step by step he went up the ladder, and he never ascended to a higher rung without knowing how he got there. In the strictest sense of the term he worked his way to the top.

One of the characteristics which followed him throughout his business career was the enjoyment of his own thoughts. He talked little. Even with his lieutenants he was not inclined to be confidential. He insisted upon being the head and tail of his affairs. He shouldered everything, even down to the details of his smallest departments. The mere thought of having nothing to do worried him. And he was seldom idle.

Mr. Netcher was a striking example of the type of man who, having made his own life a success, enjoys seeing others succeed. He was considerate of his employees. Although demanding a day's work for a day's pay, he was the embodiment of kindness. If he did n't like a man he told him so. If he for some reason desired to discontinue the services of an employee, he made it plain what

brought about the discharge. He was outspoken yet frank, and always made it a point to give every man a chance to show what was in him *— —*

A Man of Courage

SOME people who worked for Mr. Netcher doubtless thought he was a hard taskmaster, but he was n't," said one of his old employees. "He was a man who had a right to ask honest returns for a day's pay, for he set the example. He worked hard himself, and wanted everybody around him to work. What is more, he seemed to feel an interest in his employees. I have known him to go to men and tell them that they ought to get out and try some other line of business, as they did n't seem fitted for the work they were engaged in. 'I don't intend to discharge you,' he would say; 'but I believe you are as valuable to me now as you ever will be, and it seems to me you ought, for your own good, to try something else. It does n't look as though you ever would be able to succeed here, and I would like to see you get ahead.' That is the type of man he was. He understood human nature thoroughly, and knew when an employee was putting forth his best efforts *— —*

"One of the admirable traits Mr. Netcher possessed was the courage of his convictions. He was, in practically all things, his own counsel, and if he erred in judgment no one knew about it. He did not complain. If a salesman loaded him up on some line of goods which proved to be unsalable, instead of writing a letter of protest or registering a kick he would maintain strict silence, and when the same salesman showed up again he would have his own revenge. And he usually got satisfaction."

Mr. Netcher was a man who cultivated few acquaintances outside of his business associates. He loved his home and was devotedly attentive to his family. He insisted upon their participation in every pastime that promised enjoyment. But for him, life's predominating pleasure was work.

Mr. Netcher died suddenly in Nineteen Hundred Four. It was a shock to the business and all connected with it. But the keen foresight and judgment that had guided Mr. Netcher all his years loomed up now stronger than ever, for his will appointed Mrs. Netcher sole trustee for his entire estate, with full power

to handle the great mercantile interests as she best saw fit. Time has shown this to be another instance of his great ability in selecting the right person for a given trust. Mrs. Netcher called together the heads of departments, and told them to go right along and do their work as the chief would have them were he alive.

Possibly no one man is necessary in a well-organized institution.

The first year after Mr. Netcher's death, Mrs. Netcher started to build. Today the seventeen-story block-long store is finished—a great white structure that represents the latest ideas for the comfort and health of both customers and employees, a number of them suggested by Mrs. Netcher herself, the result of careful observation and investigation.

Mrs. Netcher grew with the business. Burdens nobly borne give ballast. We grow through responsibility.

The "Netcher Family"

MRS. NETCHER is a great judge of character. She picks her men. She believes in them. She impresses them. She fills the atmosphere with a spirit of good-will, of truthful ambition, of an earnest desire to serve.

The leading men in the store are those who went in as youngsters. They are "Netcher Men." Cash-boys and cash-girls have developed into department heads and general managers.

Mrs. Netcher knows how to keep the peace, how to create and spread a spirit of harmony, how to keep down jealousy, fuss, feud and frivol.

She is a rare good housekeeper, and you will notice when you visit the Boston Store that the disorder of the place is only the disorder of a great activity, not the disorder of indifference.

Gradually, year by year, the Boston Store has been beautified.

Moreover, the quality of goods sold has been improved.

It is essentially a woman's store.

Other things being equal, Mrs. Netcher is a woman's woman. She is a friend of women. She gives women the preference, and when a woman does as much work as a man in the Boston Store, she gets a like wage, if indeed not more.

Mrs. Netcher being a mother and a housekeeper, and early in life having been taught the lessons of economy and conservatism, is able to select the things that housekeepers prize and women want.

Beauty plays a big part in her life. The artistic is not sacrificed, although the economies are never lost sight of.

Profit and Loss

FEW years ago, on Arbor Day, Mrs. Netcher arranged to sell three hundred thousand trees to the schoolchildren of Chicago at one cent apiece—practically at cost.

It brought more customers to the store than the store could possibly accommodate, and so, through the co-operation of the Board of Education, the teachers were enlisted and aided in the distribution. More than this, Mrs. Netcher arranged to give instruction to the children in the matter of tree-planting and tree-culture, and now Arbor Day has become a yearly institution in the Public Schools of Chicago.

Each year at Easter she has an immense sale of Easter Lilies, buying them by the thousands and placing the order a year before. The great annual Turkey Sale the day before Thanksgiving is an event every housewife in Chicago can tell about, for Mrs. Netcher plans it with greater care than any other event of the year, for she wants to do her share, she says, to see that every one in Chicago can have Thanksgiving cheer if far lower than market-price will help. Turkey, cranberries, sweet potatoes, fruits, nuts, celery, everything for the Thanksgiving dinner, are included.

Here is an absolute innovation which tokens the prophetic vision.

Mrs. Netcher knows what will sell, and what not.

In the Boston Store there are no old, shop-worn, out-of-date goods. Everything is new, right up to date. Nothing is kept over. Everything is cleaned out. If she can not get what it is worth, out it goes for what it will bring, and Profit and Loss is charged up to Experience. And in the course of the year averages are held good and the place makes money.

The True Token of Genius

MRS. NETCHER has health plus. She does not allow herself to be drowned and submerged in details. She throws responsibility on other people. By so doing, she

has developed and evolved some very strong and capable men and women. She creates in her own image.

Her ability to seize upon the big and vital principles and leave detail to others, marks her as a most extraordinary individual. She is a great business general. She is as silent as was Ulysses S. Grant, and works on the same commanding scale. Her natural ability brings success to every project, no matter how large, that she undertakes.

Most businessmen rattle around and are worn out by too close application to details. Not so here. Not only does Mrs. Netcher know how to keep well, but she shows her helpers how to keep well.

The nose for details is a wonderful thing, but a head that can delegate details to other people, and impress these people with the fact that the thing must be well taken care of, is the true token of genius.

A Mammoth Enterprise

THE nervousness and unrest and all the trivialities that are supposed to agitate the feminine ether are absent from Mrs. Netcher.

She knows a big thing from a little one. She is as wise as Benjamin Franklin and just as self-contained. She is saturated with common-sense, yet with it all she has great sympathies. She has the Mother-Heart, and this ability to put herself in the place of the buyer, to know what people want and what they need, is the keynote of her success.

She is a great buyer, as well as a great manager, since she knows humanity and is able to pick her lieutenants. Napoleon fought his battles with his marshals, and so also does Mrs. Netcher.

The knowledge of what this woman has accomplished would certainly silence the persiflage of some of our so-called stronger sex who prate about "woman's work."

Mrs. Netcher last April bought the ground at the corner of State and Madison Streets, measuring sixty-six by one hundred twenty feet. This is the busiest corner in America, and is now occupied by a fifteen-story fire-proof skyscraper, which, having been built for an office-building, does not harmonize with the new Boston Store Block, so Mrs. Netcher plans within the next few years to raze this modern steel-construction building—the first to be torn down in America, I believe—and

rebuild it to conform with the Boston Store Building.

The floor-space now occupied by the Boston Store is a little over a million square feet, as against a hundred thousand ten years ago, and now not a vestige of the old buildings Mr. Netcher knew remains.

The Boston Store now occupies a floor-space aggregating twenty-three acres.

The building is now being completed and the construction has gone on without at all interfering with the humming hive of industry below.

Mrs. Netcher has the virtues of the Teutonic tribes, the virtues of industry, economy, self-respect, a love of home, a love of children: all coupled with the habits that make for health, usefulness, long life—just the simple old-fashioned virtues of truthfulness and mutual helpfulness that the world can never do without. Mrs. Netcher commands the respect of the business world.

She has the love and admiration of her fellow-workers, and while she is never satisfied with her own attainments, and very seldom talks about what she has done or what she proposes to do, yet she must have the approval of her own self.

She has reason to be proud of what she has done, and all womankind should partake of the joy of this woman's success. She has proved the possible.

MONOPOLY, under certain forms, has received the approval of the Honorable Walter L. Fisher, Secretary of the Interior. In an address before the National Waterways Commission recently, Secretary Fisher advised the Commission not to allow any legislation to hinder or prevent the combination of water-power companies or the consolidation of several water-powers under one system of operation. Secretary Fisher said: "The management of a vast water-power can never be carried out by individuals. No partnership can give to the people the great benefits that will accrue from combining, under the right conditions, several companies under one management."

The net loss to the public through the non-use of natural resources is greater than the loss through their misuse. A combination and monopoly is the natural end in water-power development.

Wilbur Wright



HE death of Wilbur Wright is an event worthy of more than passing notice.

It was a bit of fateful irony that the man who defied the laws of gravitation more than three hundred times should have slowly died of fever in his bed. ¶ This man's name will surely live in history.

Wilbur Wright was the first man to solve the principles of aerial navigation.

To be sure, others did the thing in Europe at about the same time. But these men were debtors to the Wright Brothers.

What the Wright Brothers were doing in America was known to the world. They animated and inspired others to similar tasks.

¶ It will not do to say that the death of this man was an irreparable loss. That phrase, "irreparable loss," is the copyright possession of the literary sophomores. No loss is irreparable. The Law of Compensation never rests. Every great man does his work and does it the best he can. He carries the flag to the front as far as he is able, and when his tired steps falter, others seize the staff and carry it on.

Wilbur Wright was the son of a clergyman, born in the country, educated at the public schools, worked his way through college, became a schoolteacher, and naturally rode a bicycle. He rode a wheel so well that the bicycle interested him more than books. So he became a bicycle-maker; and while tinkering bicycles he thought out a machine that would take no man's dust. ¶ And he succeeded in making it, and in using it.

In England, Wilbur Wright was sought out by Edward the Seventh, each man a king, and their pictures were taken together.

In France, men of intellect and worth vied with one another to do him honor.

In Spain, Alphonso tackled the air with Wilbur as pilot. But the attention Wilbur Wright received did not turn his head. He was always gentle, always modest, and the things that he had done never seemed to him much, on account of the things he had in mind that he intended to do.

He was a simple and very noble type of man. In him there was no alloy.

The Romance of Mechanics

REFERENCE to *Who's Who* will show that forty-seven Wrights are given space in this most valuable "peerage." The space occupied by Wilbur Wright is very small indeed, the reason apparently being that he was the only one who did n't have anything to do with the preparation of his own biography. *Who's Who* simply states where the man was born, gives the names of his parents, and adds a few other matter-of-fact details, probably all that were available.

In speaking of his achievements, Wilbur Wright never told of the things that he himself had done. It was always the Wright Brothers, or "We."

There is no romance, save the romance of mechanics, in the lives of the Wright Brothers. Neither ever married. They were devoted to their parents, their sister, and their own immediate family.

The money that was supplied them, about the years Nineteen Hundred Three and Nineteen Hundred Four, when they made their first flight of twenty miles, carrying a weight of seven hundred pounds, was furnished by their sister, who had saved up her dollars as a teacher and a trained nurse. Every dollar, beyond the barest necessities, this young woman, with unfaltering faith in her brothers, turned over to them.

However, it is pleasant to know that Wilbur Wright was able to repay the loan.

A French syndicate paid him fifty thousand dollars for control of the French patents on his inventions. Various prizes awarded him in Europe for exhibitions amounted to more than one hundred thousand dollars.

The United States Government turned him over one check of thirty thousand dollars for the first aeroplane purchased for army purposes. The Hudson-Fulton Celebration Commission paid him fifteen thousand dollars. As a money-making proposition, aerial navigation is not recommended. However, Wilbur Wright left a very comfortable estate; and best of all, he left a great and unsullied name. Simple, honest, unaffected, truthful, devoted to his art, he lived and worked as becomes a man. No matter what the future may hold in store in way of aerial navigation, and despite the flight of time, the name and fame of Wilbur Wright will live with those of Watt, Stephenson, Arkwright, Fulton and Edison.

Economy in Fuel



It is wonderful what a Connecticut Yankee will do when transplanted to the fertile soil of Kansas.

There is something in the blowing breezes and the sunshine of Kansas that starts mental molecules in motion.

¶ The amount of disturbance that Kansas has created in the social, political and educational field is quite out of proportion to her acreage,

broad as it is. Hatchets, whiskers, proclamations and demonstrations have advertised Kansas almost continuously since Old John Brown put up his fight at Osawatomie.

John Brown in Ohio and Pennsylvania was only mildly militant. He ran his Underground Railway, of course, but he ran it underground. He used to carry off his dusky "goods and chattels" in big boxes, well covered with innocent loads of hay. But after he moved to Kansas and raised a crop of whiskers, his methods of warfare changed. When he made his raid into Westport, Missouri, from Kansas, he justified himself in stealing a horse with every colored person, man, woman or child, that he liberated.

The Harper's Ferry raid was worked out and all of the blueprints made on the fertile soil and amid the sunflowers of Kansas.

Utilization of By-Products

¶ NOW a Kansas man has invented a new fuel, combined with a by-product of corn and oil.

Kansas is a wonderful corn State. In the Eighties I saw ear-corn used by farmers for fuel. Cobs form one-half of the ear of corn and represent one-third of the weight. The stalks of corn represent a weight safely equal to that of the entire ear.

This Kansas man has invented and duly patented a fuel which he calls Corn Anthracite. The scheme is merely to saturate cobs and cornstalks with crude petroleum.

Kansas produces petroleum and this is transported to the towns and villages, and every community makes its own "anthracite." ¶

Machines are made that cut up the cornstalks into convenient lengths of about six inches, and the cobs and cornstalks are then

sent through a bath of the crude oil on an endless chain.

The fuel that runs the machine is the fuel that the machine manufactures.

The cost of fuel in the past has been largely in transportation, and the fact that coal is found only in localities widely separated has given the monopolist his opportunity.

It is prophesied that this utilization of corn-cobs and cornstalks, right on the ground where they are produced, will result in a great saving to the people in the cost of fuel.

Kansas has vast oil-fields, and the "independents" have been at a loss to market their products. This Kansas invention opens up a new market.

The fact that several Western railroads have tested the new fuel, and are arranging to use it, seems to prove that it is of practical value.

¶ Cobs, cornstalks and straw have all been considered worthless products, but over and over again we have seen the by-product cease to be a by-product and become the principal product ¶

Cottonseed-Oil

¶ THE best example of this is, of course, gasoline, which just about now is fifteen cents a gallon as against five cents a gallon for kerosene.

Mountains of slag from steel-mills are now being used to make Portland cement, and that which was a nuisance has now become an asset ¶

Cottonseed-oil is another good example ¶ The cottonseed in a bale of cotton weighs twice as much as the fiber. Once it was a problem to know what to do with the vast heaps of accumulated cottonseed. The stuff heated, decomposed and was a great danger to health. Laws were passed in several Southern States forbidding throwing cottonseed into the streams, and methods were devised to burn the cottonseed or decompose it so as to use it for fertilizing purposes.

Now we eat and wear cottonseed products. The linters, or the covering of the cottonseed, are used for hundreds of mechanical purposes—pads, cushions, bed-clothing, horse-collars, furniture upholstery, hat-making, and occasionally it is used for lamb's-wool, fleece-lined underwear. It is used for candle-wicks, string, tape, rope, carpets, also for making paper and as a basis for explosives.

This latter use, however, will perhaps be done

away with rather than increased as time goes by, as explosives will not play so big a part in civilization, except for plowing purposes, as they have.

Cottonseed is now used for feeding cattle, hogs and horses.

Cottonseed-oil, in Eighteen Hundred Eighty, was first used by soap-makers as a substitute for olive-oil and warranted just as good. And the strange part is that it is practically just as good.

Probably the biggest users of cottonseed-oil in the world today are the packing companies. This gives ground for the prophecy that the great packing industries of America will eventually move South, nearer the base of supplies.

☞ That which formerly was done surreptitiously, by secret process, is now being done in the daylight under the approval of United States Government Inspectors.

Cottolene was at first used very gingerly by cooks as a substitute for lard. Now a great many people prefer to eat the vegetable compound than to take chances on an animal product ☞ ☞

Every grade of cottonseed-oil finds a market. Great quantities of it are sent down along the coast of Maine, where French sardines are produced. Shiploads go to France and come back with a *parlez-vous* label. Other grades are used for lubricating purposes, in paints, and in the manufacture of rubber.

There are fifty distinct products that are produced from the cotton-plant, and millions of dollars are invested in marketing these ☞

An Industrial Exposition is now being arranged to meet at Dallas, Texas, this coming Winter, the main purpose of which is to exploit the numerous products of the cotton-plant.

Eli Whitney worked a revolution when he invented the cotton-gin; but as big a revolution, it is prophesied, is now being made through the use of cotton-picking machines.

☞ Machinery, nowadays, is n't made by individuals. It is made by syndicates, corporations, companies, trusts, that employ the best brains that can be secured the round world over.

Inventions, nowadays, are collaborations in which hundreds of men unite.

Many men can remember a time when the wagon-making industry of America was carried on by village blacksmiths. Supposing now that we depended on village blacksmiths

to produce our automobiles, traction-engines, threshing-machines and all the intricate machinery utilized in taking care of the cotton and corn crop—the thing is n't really supposable! Big business has made this country what it is.

The instincts of the typical American Judge are all in the direction of pity and helpfulness.

Jean Jacques Rousseau



Two hundred years ago a man was born who was the father of the Nineteenth Century, the grandfather of the Twentieth Century and the godfather of all revolutions.

He was Jean Jacques Rousseau. In many respects Rousseau was the most extraordinary man that ever lived—a man of whom Disraeli said, "If history had no Rousseau we should have to invent one."

☞ Rousseau is one of the few men whom nobody cares to believe in, but whom everybody must believe in. He is one of the few men whose writings, with the exception of the *Confessions*, are obsolete, but to whose pen nearly every philosopher and thinker pays tribute ☞ ☞

This is because Jean Jacques Rousseau, like Voltaire, Paine, Ingersoll, John Brown and Lincoln, was not a man but an incarnation, a fatal event in the evolution of the race, a Voice that had to be promulgated.

Men who are wrong are just as necessary to the world as those who are right. What a man thinks does not count, but the time, place and manner of his thinking do.

Rousseau's Mission

☞ THREE-FOURTHS of Rousseau's opinions and doctrines are rubbish in the right place. He was generally wrong, but he smashed what needed smashing. He unriveted chains, he unlocked bolts, he dissolved a whole aristocracy, he blew in the ramparts of the Bastille, and he wrote the history of his life, which founded a literature entirely new in the world.

And he did all this as every great man does what he is ordered to do—grabbed the things nearest to him and used them.

Sentimentalist, educationist, communist, lady-killer, baby-killer, gentleman, woman suffragist, mollycoddle, dreamer, a cash-down spender and borrower, democrat, aristocrat, and sociological faker par excellence, this extraordinary man stands in history with Leonardo da Vinci and Benvenuto Cellini. He, like they, epitomized the aspirations and the humbugs of the race.

But his work, his achievement in thought and in the movement for human liberty which must immortalize him forever, was his denial of the divine rights of kings. He completed in France what Cromwell began in England. The divine rights of kings! It was Rousseau who in his *Social Contract* compounded the political "606" that forever drove that worm-eaten belief from the human mind.

Society is a contract, said Rousseau, a sacred contract entered into by every peasant at his birth with the ruling power, and woe betide the ruler that breaks the contract. Rousseau, of course, was wrong, but he was right then and the doctrine is still legitimate to use today when the Kaiser starts to pull the old bunk, and tie the bull in the parlor.

Society progresses by handing out buncombe for buncombe. It is bunk off the hick for bunk out of the Bible. Rousseau handed out to the rulers of his day bunk off the hick—and sure enough, Louis the Sixteenth had to peel his collar. ¶ In society there is no contract. As in Nature, the fittest survive and the weakest go to the wall. And that is right and good. But Rousseau, of course, had never heard of Darwin—and Darwin said he did n't care a tinker's tink for Rousseau. Some day somebody is going to say the same thing of Darwin—times change.

A Sentimental Democrat

ROUSSEAU'S cardinal contention was that man in a state of nature is a benevolent animal. Today we know that Rousseau was wrong. In primitive societies the strong man took by natural right the leadership of the tribe. The craftiest, the most intelligent, man in the tribe became a priest, a medicine-man, a lawyer. No man is any better than it is necessary to be. As society evolved, an incalculable number of changes and readjustments took place, but the law of deference to strength and brains never was obscured.

Rousseau's benevolent savage is a myth. His

psychology was bad. It is a fundamental instinct of the individual to award to the superior man—morally, mentally or physically—the highest prizes of life.

Rousseau's democracy came out of his fundamental principle that all men are originally good and equal. But today we know that democracy is only a word. It has never been practised or practicable. The people rule—through rulers. And the man who has the most to say about the rule of the people is a tyrant with false whiskers.

In America, instead of Grand Rulers, we have Bosses. An aristocracy of mind, an aristocracy of character, an aristocracy of craft and graft—we will never get beyond the aristocracy principle. Socialism itself would become an aristocracy of officeholders and the boss would be supreme.

Rousseau was thus a sentimental democrat. He was all feeling. He thought with his nerves. He was a superb creator, but he could not think. A sublime egomaniac, he was the incarnation of the will-to-produce through the emotions. The will-to-produce, to create, has never been affirmed with greater tenacity and with so much energy as by Rousseau. He was always in a condition of feverish exaltation.

¶ He was an elementary force, like Hugo, Wagner and Whitman, and dazzles the imagination like a volcano in eruption or like a geyser lashing Antæus. Victor Hugo said Rousseau was a new kind of genius, for he created a new way of feeling.

To create naturally, to create spontaneously in the empyrean of thought and action, to create new sensations, to create in his own interior of life by incessant flagellations a la Saint Augustine and Tolstoy—that was the secret of Rousseau, of why he carried in him the germs of a thousand revolts, a thousand poems, a thousand fantasies and a thousand bitter memories.

Creation! Creation! It is that passion that makes man a god. The world is forever in gestation, and so is the brain. The brain is a matrix. In Rousseau not to create was to die. There was nothing serene or coldly intellectual about him. Emotions and images, feelings that moved like lightning, a frantic mental rhyme, a passion that hurried like maddened waters—all this produced great crises in his life when he appeared insane—was insane no doubt.

The Universal Brain

GENIUS scorns its own safety. Parturition is the neighbor of death. Those who are normal, sane and healthy see clearly. Rousseau was insane, and so have been the great minds of all time, from Buddha to Nietzsche. Insanity in genius is a superabundance of health; while the perfectly sane man is invariably stupid, and always uninteresting.

Rousseau's life itself was a romance written by a mad demon. Born with an infirmity, strangely sensitive and clairvoyant even as a baby, he was at seven years abandoned by his father who had allowed him to stuff his head with romances. Put into a boarding-school of a Protestant pastor in Geneva; taught Latin, history, geography; battered, crammed and rammed with learning, at nine he began the study of Euclid.

At eleven years he was an engraver. The man to whom he was apprenticed beat him. Here, according to himself, he learned to steal, to lie and to give lectures. At twelve he poses as a stoic between erotic dreams.

At sixteen years he fled from Geneva and became a tramp. In Savoy he encountered Madame de Warens. She sent him into an asylum in Turin, where he goes over to Catholicism. And so it runs to the end of his life.

He lives whole lives in a single day. No feeling, no crime, no sensation is foreign to him. Life for Rousseau was an experiment. Living was an experience.

All experience after it has filtered through and refined itself in the mind of the first order is good. In the perspectives of memory the solid angularity of all our pains and "sins" is melted in a shining ether. The ego puts an aureole on everything. Even penance and remorse are luxurious; they are methods of glorifying our transgressions. In the great menstruum of the emancipated mind, in spite of that terrible bleat from his heart, everything is fashioned into gold. The real philosopher's stone is the brain.

Rousseau was unscrupulous. So was Cæsar, Bacon, Bismarck and Webster. A man who makes a promise has blasphemed. He sneers at Fate and Destiny. Every promise is kept for an ulterior purpose, just as every debt is paid in order to contract another. Rousseau was elemental. He did what was expedient.

Like Bismarck, Rousseau might have said, "If I lied I meant it." In Rousseau's *Confessions* there are a thousand and one lies. It is the liar's Arabian Nights—not lies in the usual sense of the word, but feats of the imagination, a record of the things Rousseau was going to do, thought he did, or ought to have done.

And these things are just as important as the things he did. The practical has no greater importance than the imaginary, and what I intend doing is more important than what I have done.

Unaccomplished purpose is a promise of immortality.

Rousseau with Voltaire was the reservoir and the alembic of all the past world. To those two minds the past massed itself for judgment—and got it. His brain was, in fact, a universal brain.

The Baltimore and Chicago Conventions talked Rousseau, whether they knew it or not. Rousseau was latent in Cromwell. He was there as instinct, as tendency. In the dullest brain this Call is buried, but it lies so deep under strata of custom and convention that its stirrings are never felt.

Rousseau was a lock-picker of inner doors. He was a psychic seismograph. He registered in his sensibility the earthquakes in the souls of muted millions.

In France today the school-children chat about "Jean Jacques." Two hundred years from now he will still be the mighty "Jean Jacques."

France never forgets her great. And the world can never forget France. With all her vagaries, she is the Torch of the World. Voltaire, Rousseau, Hugo, Millet, Rodin—we can do without the rest!

EDGAR ALLAN POE wrote the most gruesome stories that have ever been told, just to prove that life is a tragedy and not worth living. But who ever lived fuller and applied himself to hard work more conscientiously in order to make his point? Poe wrote and rewrote, and changed and added and interlined and balanced it all on his actor's tongue, and read it aloud before the glass, so as to get it just right. Poe shortened his days and flung away a valuable fag-end of his life, trying to show that life is not worth living, and thus proved that it is.

A Solvent for Our Ills



JUST about now, when the Bull Mooses, and the Bull Muses, and the Socialists, and the Prohibitionists, and the Progressives, and the Conservatives, and the Middle of the Roads, and the Men, Women and Religion Forward Movement are all singing together in one grand chorus, all slightly off key, producing a beautiful dipsomaniac symphony, comes one

Charles Edwin Ellis and kindly sets us all straight

Mr. Ellis has organized a Society of Sincerists. His society has been duly incorporated, and a platform of three thousand words has been issued. Mr. Ellis is President, Vice-President, Secretary and Treasurer, and seems to make up the membership of this new society.

The man has money, and any man who has money is worthy of our consideration as long as the money lasts. Mr. Ellis also has enthusiasm. He has taken a suite of rooms at the Park Avenue Hotel in New York, where he has many beautiful stenographers and typewriters, sending out quantities of printed matter, explaining how and why we have all wandered from the main road into the primrose path of dalliance.

Mr. Ellis argues that the cause of all our troubles for everything that lies between the realm of Knox the Hatter and the local chiroprapist is the fact that we are not sincere. These serious people whose lives are given over to questioning the sincerity of others I fear me are insincere.

What business has anybody going around questioning the sincerity of other people? Everybody is sincere in everything that he does at the time he does it, otherwise he would n't do it. We are sincere even in our insincerity

Is Ellis sincere in questioning our sincerity?

¶ The Eleventh Commandment is worth a little August as well as September attention on the part of Ellis. He should have it cut in an oak plank and placed above his desk, where not only he, but all of his pretty stenographers and typewriters, can see it.

Of course, I make no argument for waiving

the Ten Commandments. These doubtless have their use, although I well remember when Li Hung Chang went to church in New York City, and hearing the Ten Commandments intoned by the pastor, turned to his guide and asked, "Have n't you people quit doing these things yet?"

So the Ten Commandments are all right, but the Eleventh one is surely worth while. It is as follows: Do not take yourself too dam seriously, you will never get out of life alive, anyway

Mr. Ellis has confused sincerity with seriousness. He should subscribe for a complete set of the works of Chester Firkin, James Montague, Alfred Henry Lewis, Charles Ferguson, Edwin Markham, Winifred Black, William F. Kirk and Ella Wheeler Wilcox. In them he will find his whole platform ratified, amplified and explained, even before he wrote it.

The ideal society will be made up of ideal individuals.

The Apple-Crop



REPORTS from the Agricultural Department at Washington show that the apple-crop in America this year is the biggest and best that we have ever had.

It will approximate something over forty million bushels

It is believed that prices, however, in spite of the big yield, will be high. There is a demand for American apples in Great Britain, where apples are regarded as much more of a luxury than are oranges, and command a higher price.

The apple-growers of Oregon, Washington and Colorado have taught the world that art in apple-culture pays.

Forty years ago the best apples raised in America came from Western New York and Michigan. There are many orchards bearing now that were planted at the time of the apple boom, say in Eighteen Hundred Seventy.

¶ Farmers, however, in the East have never taken apples quite seriously. Apples were a sort of garden truck—woman's work! The Bible intimates as much.

I can remember a time when the vegetable-growing on a farm was done by the women. A man would no more bother with vegetables than he would with flowers. He sort of smiled patronizingly on both. Nevertheless, he ate the vegetables and often would call the attention of neighbors to the flowers, as proof of what his wife and daughters could do.

Poultry was exactly in the same class. The children hunted for eggs and the women set the hens.

After apple-trees were planted, it was the rule to let them take care of themselves.

The "Run-Out" Excuse

NE sometimes hears about a change of climate, saying that the crops that once grew lush and lusty have now "run out." Just what this running out is no one knew. The doctors used to tell us that vaccination ran out, and occasionally we heard that religion ran out. One will hear of breeds of stock running out and of families running out. ¶ The fact is, there is always a reason for things running out.

The apples of Western New York have run out simply because the farmers would not give them the attention that science and commonsense demanded.

As trees grow old, parasites evolve. Trees must be trimmed and sprayed. If grass grows around the trees, this grass is going to consume just that much nutriment and that much moisture, which otherwise might go into apples. ➤ ➤

There is an effort being made now to reclaim the orchards of the Northern and Middle States. ➤ ➤

Also, the discovery has been made that the despised hen has often sent the girls and boys to college, when oats, wheat and corn did not pay dividends.

The Hood River Valley

THE Hood River Valley apples have attained an international reputation. This Hood River Valley is one of the most picturesque and beautiful spots one can imagine. The cool nights and the warm sunshine of the days seem to contribute exactly the right conditions for apple-culture.

However, there are many other districts that can produce just as good fruit as the Hood River Valley, provided the same amount of genius is brought to bear.

I admire the Hood River Valley apples, but

I admire the Hood River Valley people more. They have brought genius to bear in the business of apple-culture and apple salesmanship. They know how to prepare their wares in the most attractive shape for the market.

¶ Grand Junction apples and Hood River apples command a price in England. I have paid a shilling for a Hood River apple and had it brought in on a silver platter with the original wrapper on it, duly served by a flunky in side-whiskers, who expected a tip for his genius in selection. And really, I was a little proud of the fact that people in America occasionally do their work so superbly well.

¶ As the years go by, apple-culture will receive a degree of attention that it never has before. Fruits, vegetables, poultry, are now being regarded just as important as corn, wheat and oats, and perhaps a little more so.

The alimentary canal is thirty-two feet long. You control only the first three inches of it. Control it well.

Andrew Lang, the Humanist



ANDREW LANG is dead; but his spirit abides, and that gaiety, in which there was no bitterness, is his priceless legacy to us. Few men think sharply and crystalline. This man did. His verse always fetches up. He tells us something because it is too good to keep.

The name of Andrew Lang adds another to the long list of Scotchmen who have dowered the world with ideas. Lang was born at Selkirk, in Eighteen Hundred Forty-four, and was therefore sixty-eight when he died—an age at which most men are just beginning to rest on their oars and take things easy after "life's fitful fever."

Old Ursus Major, it will be remembered, nursed a time-honored and utterly inexplicable grudge against the Scotch.

Yet, had it not been for one Scotchman, James Boswell, it is fairly certain that the name and fame of Doctor Johnson would have suffered partial, if not total, eclipse. For, as Macaulay aptly observed, most authors are known and read because of what they have

written, whereas Johnson's personality is familiar to us even when, as is the case, his sonorous productions have been dumped into the capacious ragbag of old Father Kronos, and lost in the shuffle.

Boswell's famous *Life* is a brilliant portraiture of Johnson that can never fade.

As a boy, Andrew Lang attended school at the Edinburgh Academy.

Later he studied at Saint Andrew's University, and Baliol College, Oxford.

He was a Classical scholar of profound erudition, and the wealth of literary and historical allusions in his writings reminds us of nothing so much as a page from Macaulay, who wrote things which, as he lightly averred, "every schoolboy" would recognize at once.

And probably not since Macaulay have we had the unusual example of a man whose literary interests were so unlimited and all-inclusive

"Superficial Omniscience"

LANG could not rest content with one widening vista, one horizon, one narrow sphere of activity; his vision must be bounded only by the universal horizon—he must touch life at all points and understand all its aspects.

Andrew Lang had drunk deep from the Pierian spring. His was true culture, if there is such a thing, and we believe there is.

By some he has been accused of arrant dilettanteism, a charge implying what Lamb was pleased to call "superficial omniscience."

¶ To others Lang represented a "syndicate," and the implication is a genuine compliment to the man's versatility.

Andrew Lang was thoroughly at home in a wide multiplicity of literary fields.

As an all-round litterateur he had, perhaps, no peer among modern writers.

He was a poet of marked ability, a first-class critic and book-reviewer, a graceful essayist, a faithful and charming translator, and an enthusiastic Classicist.

Not essentially and primarily a stylist, in the sense in which Walter Pater and Edgar Saltus, for instance, are stylists, he yet possessed an easy, fluent style which radiates through all his works and renders them eminently readable and entertaining. He commanded the Midas literary touch, and transmuted into purest gold whatever he committed to paper.

¶ Despite the fact that he was a prodigally

prolific penman, his works were endued with unflinching freshness and novelty of treatment, and were never tinctured with the odor of midnight oil.

I once attended a banquet in London where Andrew Lang had been announced as the principal speaker. The chairman had introduced him. He arose. But before he could loosen up his oratorical batteries, the band started to play *Auld Lang Syne*. It was a "bromide," but Lang laughed with the rest of us, as if it were all new.

A Prolific Writer

FOR years Lang contributed to the London *Daily News* signed reviews and editorials, quite equal in their way to the essays with which Addison and Steele popularized *The Spectator* in Queen Anne's time. ¶ As a translator, Lang did notable work. His prose version of the *Iliad*, done in collaboration with Walter Leaf and E. Myers, and of the *Odyssey*, with Professor Butcher, are among the very finest translations with which Homer has been honored; and it was Matthew Arnold who declared that in the last analysis Homer was really untranslatable. ¶ Lang also translated the Idyllic Poets—Theocritus, Bion and Moschus—preserving the spirit of the originals most admirably. ¶ Likewise, his rendering of the old folk-yarn, *Aucassin and Nicolette*, is a classic.

His *Letters to Dead Authors* remind one somewhat of Walter Savage Landor's *Imaginary Conversations*, although they are free from the gross anachronisms that of necessity characterized the *Imaginary Conversations*.

¶ Andrew Lang was always interested in anthropology and folklore. He compiled a series of fairy-story books for children, named after the primary colors; as, the *Blue Fairy-Tale Book*, the *Red Fairy-Tale Book*, the *Green Fairy Book*, *Olive Fairy Book*, the *Red Book of Animals*, and so on.

In this work of compilation and editing he was ably assisted by his wife. It really takes two to do anything. Lang's work in this fascinating field, however, was not all in the nature of research. He wrote first-rate fairy-stories himself, such as *Prince Prigio*, *Prince Ricardo of Pantouflia*, and *Gold of Fairnilee*.

¶ Andrew Lang was an ardent admirer of Joan of Arc, and he defended her reputation with might and main in his famous controversy with Anatole France.

As a Controversialist

MERRY Andrew was an able controversialist. He loved a goodly war of words as well as a Bull Moose—almost.

On any righteous occasion his hat was in the ring, but it was n't a sombrero—and it never needed reblocking at the conclusion of a bout of verbal fisticuffs.

Doctor Johnson could never brook rhetorical opposition. His friend Goldsmith used to say that Johnson was sure to get the better of an argument, even if he had to resort to a knotted bludgeon to do it.

Lang was scarcely that kind of a controversialist. His particular delight lay in vanquishing an adversary with the adversary's own favorite weapons—roasting him on his own gridiron, so to speak.

Throughout his life Lang retained the Scotchman's fondness for outdoor life and the healthful habit of recreation. He was devoted to cricket, golf and fishing.

His classic introduction to *The Compleat Angler* would have delighted the heart of good old Izaak himself.

"For my part," he writes, "had I a river, I would gladly let all honest anglers that use the fly cast in it."

Some idea of the extent and variety of Lang's published works can be had by running through the following list of titles, which, by the way, does not begin to exhaust the number of books bearing the impress of his genius: *Ballads and Verses Vain; Rhymes a la Mode; Books and Bookmen; Letters to Dead Authors; The Politics of Aristotle; Myth, Ritual and Religion; Letters on Literature; Lost Leaders; Life, Letters and Diaries of Sir Stafford Northcote; Angling Sketches; Essays in Little; Homer and the Epic; Cock Lane and Common Sense; The World's Desire; With H. Rider Haggard; The Companions of Pickle; The Homeric Hymns; A History of Scotland From the Roman Occupation; Magic and Religion; Alfred Tennyson; The Mystery of Mary Stuart; The Valet's Tragedy; John Knox and the Reformation; Homer and His Age; The Book of Dreams and Ghosts; Ballads and Lyrics of Old France; A Defense of Sir Walter Scott; The Border Minstrelsy; and many others, an enumeration of which would, in the language of an old chronicle, be "too tedious to mention."*

The Corner Candy-Store



EAR every public school in all of our towns and cities will be found a candy-shop.

¶ The enterprise is usually in charge of a very old woman, a decrepit man, or some one who needs assistance and has been set up in business by some charitable relative.

At recess-time many of the children make a rush for this candy-shop. They want to go somewhere, for the idea of

exploring his environment is one of the strongest attributes of childhood.

The child is hungry, or thinks he is. He has a craving to eat something and chew something and swallow something, and so he buys cookies, gingerbread, chocolate-creams, ice-cream cones, all-day suckers, and invests in fruit which, for the most part, has been bought because it was cheap and afforded a profit

Indiscriminate Eating

INDISCRIMINATE eating between meals is one of the worst habits that the child can acquire.

Regular hours to eat and regular hours to sleep seem absolutely necessary for a high degree of health.

The dangers that lurk in the corner candy-shop are too great to overlook.

We hear much about the corner saloon, but an argument can be put up for the saloon to the effect that it is the poor man's club. And the man who has toiled long and hard has the right to find rest and a degree of dissipation, forgetfulness and oblivion from the eternal grind.

But no such argument can be put up for the corner candy-shop.

Of course, we do not blame the individual who runs it. He is simply a good man in a bad business. Parents and teachers are the ones to blame, because if there were no customers there would be no candy-shop

My belief is that a corner candy-shop can work a greater harm to society than does the corner saloon. One thing sure, it has ten times as many customers.

Eating candies and indigestible things in the middle of the day unfits the child for study,

spoils his teeth, taints his breath, tends to ruin his digestion, racks his nerves. He becomes weak, yellow, nervous, irritable, and easily evolves into a cigarette-fiend.

This corner candy-shop comes to us from London. I have seen in London schools rewards of pennies offered for especially good work in the line of study. And then at recess-time the youngsters were allowed and encouraged to go out with their pennies and spend them.

Boys and girls should understand that money is not to be spent for useless trifles. And just why money should be given to children before they know how to use it is something we have not so far been told.

Until children are old enough to earn money they should not have any, for no one knows the value of a dollar until he has labored for it.

Children should be taught everywhere, by their teachers, that the candy-shop is not a necessity for their well-being—that danger and disease lurk therein.

The quality of the stuff sold in the candy-shop is way below par. The place is unsanitary, unhygienic, non-systematized, and affords no lesson in business.

Oral righteousness is now being taught in a great number of public schools, and the time will come when the care of the teeth will be considered just as necessary as the schooling of the brain.

The first requisite is to be a good animal, and in order to be a good animal the corner candy-shop has got to go.

Portland's Example

IN the city of Portland, where there are supervised playgrounds, and gardens as well, I noticed that the children at recess-time do not look for a place to spend money. They were let right out into the open, and they knew what they were going to do. And instead of wandering out across the street and down to the corner candy-shop, they go at once to their games or to their work in the gardens.

The antidote for the candy-shop is the supervised playground or the school-garden.

Schoolteaching is on a very crude, rude, lowly basis when there is no supervision of the children at recess-time, and where there is no instruction and supervision along the line of dietetics and of outdoor physical culture.

The corner candy-shop has got to go. It

should be starved out. Let the owner take up something worth while. And let us all get it fixed in our heads that giving money to children is neither kindness nor common-sense. It is teaching economics out of season. The sooner the attention of teachers is focused on this evil, the better for humanity and the better for the generations that are to follow.

The brain needs exercise as much as the body, and vicarious thinking is as erroneous as vicarious exercise.

The Miraculous Movies



THE other day there was a swell wedding in a Western city. The ceremony was out of doors in a garden under the trees. There was a little procession from the house to the garden; then after the ceremony there was a supper at another beautiful spot under the spreading elms, and the company moved from the out-of-door church to this Forest of Arden banquet-hall.

Now the particular point was that every feature of this wedding was duly recorded by the untiring movies.

One hundred sets of films were prepared and presented to as many guests and relatives who were unable to attend.

And it so happened that I was one of the guests who received a set of the movies.

I put them in my faithful Power's Camera-graph, called in the neighbors, and we had the wedding all over again, even to the playing of the music.

Altogether it was a most interesting, amusing and beautiful diversion.

I have the films. They are mine to keep, and I can reproduce this wedding at any time. Ten years from now it might be very interesting in case there was a divorce—bless my soul, Terese, how terribly sunburned the back of your neck is!

As an Educational Factor

THE value of moving pictures as a factor in education is very great, and the extent to which they will eventually be used, no man can say. The business is still evolving, climbing, growing, aviating. From a mere

plaything whose business was to astonish and produce "Oh's" and "Ah's," we now have something that the pedagogues prize.

Not long ago I gave a course of lectures at the State Agricultural College, Manhattan, Kansas. Here is a school with more than three thousand pupils, mostly country boys and girls right off the farm. Some of them have made great sacrifices in order to avail themselves of this privilege.

There is a short course of three months, which a great number of fine young folks avail themselves of.

These students have not been sent to college. They go. And their intent is to get just as much as they possibly can in the short space of time that is at their disposal.

I was greatly impressed to see the use made of the Cameragraph in the different lecture-halls at this great institution. Moving pictures were shown of various breeds of cattle and the conditions under which these cattle were raised in various parts of the world. There were pictures from South America, Mexico, Texas, Colorado, California, Holland, the Isle of Jersey, Guernsey, England, Scotland, Ireland and Switzerland.

The pictures really told their own stories, so there was very little oratory. And no speaker—even myself—ever was paid as close attention as was given to these pictures.

Beside specific "movies" in the line of the studies, there was a Saturday evening "Current Events" set of films shown, illustrating the doings of the day. It was really a weekly newspaper, with pictures of the principal actors in the world's drama.

Later I discovered that this feature of the weekly news-letter in form of pictures was being used in a great number of High Schools throughout the Middle West.

Endorsed by Educators

HERE was a time when children used to run away from school. Finally, we heard of children running away and going to the moving-picture shows. But now that the movies are being used as an educational adjunct, children are running away from home and going to school.

The Montessori system of education is founded on the proposition that everything that makes an impression on the senses is educating the child. An impression on the brain through the sense of sight is the easiest possible way to

teach. In fact, it is the natural way to teach. There is a fascination in motion—just note the crowds around any show-window where something is being done.

Doctor Maria Montessori has one slogan that she repeats again and again, and that is, "We must give the child the right to explore its environment." ❖ ❖

Children want to go somewhere. They want to see things, and this constant desire for motion, movement, new scenery, new ideas, new sensations, is all a natural part of the great evolution of the individual.

The child learns through his senses and should learn in joy. The thing that interests him, that holds his attention, is the thing that is educating him.

The use of moving pictures is being advocated in a great number of schools, from the grades up to post-graduate courses.

Doctor Stanley Hall, David Starr Jordan, John Dewey and Ella Flagg Young have each given their personal endorsement of the great value of moving pictures.

At first we thought the films must be several inches square. Now a film the size of a postage-stamp reproduces itself perfectly on a space ten feet square or more. These films are sent through the mails very conveniently.

So every family, in fact, can have a new set of pictures, say, every Saturday night.

The Typewriter

HERE was a time when a piano in a private home was considered the very height of luxury. Now the home that has n't a piano is considered almost a part of the slums ❖ ❖

Libraries used to belong only to public institutions, or to very rich people. Now everybody is a book-buyer.

I can remember when the Remington Typewriter was exhibited at Philadelphia at the Centennial Exhibition. Operators were desired, and an advertisement was placed in the Philadelphia papers for men or women to run these machines. A postscript was added to the advertisement thus: "Only those who can play the piano need apply."

It was supposed that the degree of digital skill acquired in playing a piano was requisite in running the typewriter.

Also, I remember one worthy teacher of Spenserian penmanship who offered to race the typewriter in writing out five thousand words.

A match was fixed. The day set. The Spencian pen-pusher won the prize, the lady at the typewriter having had a case of nerves in mid-flight ☞ ☞

We all said that the typewriter was a very wonderful plaything, and the way the operator would print your name on a slip and hand it to you made us think we had achieved fame. We folded up the precious slip and carried it away to show to the folks at home, proving to them Brother Jasper's dictum, that "the world do move."

A Power for Good

The Roycroft we have a weekly moving-picture recital. At first we showed our pictures on Sunday evenings, and the result was that we emptied the churches. But in response to a pastoral round robin that we should choose a week-day night for our "show," we arranged for Saturday evening. ☞ I am sure that this weekly "movey" recital is of decided benefit and advantage to the whole town. We get the young folks off the street, cut down the crowd at the billiard-hall, and supply ideas and worthy topics of conversation for a week.

There are more than twenty thousand towns and villages in America where the movies could be used in a similar way to the great moral and mental gain of the community ☞ Recently, ex-Governor Hoch of Kansas has given an address wherein he states that there are more than a thousand churches in Kansas without pastors, and nearly two thousand in Iowa, Missouri and Illinois, each, as well ☞ Governor Hoch calls attention to the fact that in various villages and small towns, where there were two, three, or half a dozen churches, these churches have combined. By the use of moving pictures of an educational sort, added to the regular church service, the entire town has been interested.

As the years go by we will see more and more co-operation and consolidation among the churches ☞ ☞

Churches are taking on educational features, and, in degree, every church is now a school. ☞ We realize that the spoken word can very seldom be made as impressive as the appeal to the eye through a picture. The moving picture, giving the sense of action, creates a marked impression, and the event is stored up in memory.

Altogether, there is no human invention of

modern times that is so potent for good as the moving pictures. In the future we will not break down good human tissue in unpleasurable efforts to educate, when with the help of the movies the child will learn in joy and in a tenth part of the time.

Happiness is an asset; joy is legal tender, and the thing that makes us live better will make us live longer.

The moving pictures are introducing one part of the world to another. There is a limit to travel—especially if you have to hold down a job and have no vast amount of ready cash.

☞ But the movies bring the world to you, and its wonders file past, as if you were a Roman Emperor perched high on your Imperial throne ☞ ☞

We are getting acquainted with mankind as never before, and what Abdul Baha calls the "Great Conciliation" will surely come about. And this Conciliation is a respect of man for man, and a world peace through the recognition that we live in Paradise now if we would but realize it.

☞ Art is the blossoming of the soul. We can not make the plant blossom; all we can do is to comply with the conditions of growth.

Business on the Great Lakes



THE Department of Commerce and Labor at Washington recently issued a bulletin showing the tonnage of shipments on the Great Lakes for the month of July, Nineteen Hundred Twelve ☞ ☞

The volume of traffic through the Sault Sainte Marie and through Detroit River reveals an increase of a little over thirty per cent as compared with a year ago.

Iron-ore shipments from upper lake ports were fifty per cent greater in July of Nineteen Hundred Twelve than in June, Nineteen Hundred Eleven ☞ ☞

Steel is cheaper now, and the consumption is greater now than ever before in history ☞ Just one item in the way of steel construction that seems to point the way: Until recent years all grain-elevators were made of wood. The general scheme was to take pine and

hemlock lumber, two by four or two by six, and nail these flat pieces upon each other. The life of such an elevator was limited. The pressure on the walls was greater than the builders figured. In fact, mathematics did not really enter into the proposition. The building was of a very unscientific nature. The lumber absorbed the moisture to the disadvantage of the grain; also, the lumber rotted. But worst of all was the fire-risk, these elevators being close to railroad-tracks, where engines often sent out showers of sparks. The strictly up-to-date elevator is made of steel, being simply an immense steel tank, and these tanks are duplicated in units.

The Kennicott Company, manufacturers of steel-plate construction at South Chicago, report orders for steel-plate construction that more than double their business of a year ago. Of soft-coal shipments, ninety-five per cent were from Lake Erie ports.

Shipments of lumber are eleven per cent greater than a year ago, ninety-nine per cent of these shipments being from Lake Michigan and Lake Superior ports.

Grain Shipments

WHEN comes an item that gives us a slight shock. Grain shipments for June, Nineteen Hundred Twelve, show a decline of nearly forty per cent over the same month a year ago. In view of the fact that there has been no decline in the harvests—wheat, corn, oats, barley and rye—the question naturally arises, What has become of the foodstuffs? The answer is that the grain has been held back and distributed throughout the United States by rail-shipments instead of shipping to tidewater via the Great Lakes.

There is more money in the United States now than ever before, and we are better able to carry a big stock than ever before in history. This bulletin from the Department of Commerce and Labor reveals a wonderful degree of prosperity in America.

In no sense can the figures be considered fictitious or made up for any special purpose. The whole thing is coldly impersonal. Individuals with a slant for interpreting statistics would do well to get this bulletin and fletcherize on it. It is a good cure for commercial pessimism.

The self-appointed Superior Class is an awful handicap to civilization.

The Express-Companies



JOHN WANAMAKER launched an immortal epigram when he said that there were five objections to the Parcels-Post. But like most epigrams, it was n't true. The recent investigation of the express-companies by the Interstate Commerce Commission has revealed the fact that there are twenty-two "objections" to the Parcels-Post, instead of five.

It has been suggested that the number be increased by one and then the whole number be declared unnecessary and the slate cleaned. This is bound to be the eventual result. The Express Trust is the finest example of organized and legalized pillage ever consummated. No one individual seems to be to blame for it. It is simply an example of the eternal truth that power unrestrained tends to tyranny. Eternal vigilance is the price not only of liberty but of everything else, and a people who allow their liberties to drift into the hands of the Strong Man get what they deserve.

Tom Lowry

THAT story about the late Tom Lowry of Minneapolis pictures the express situation.

It seems Tom needed money for carrying on his street-railroad enterprises, and he needed it bad—or badly, as they say in Boston. So he went down to New York. On his arrival he was anxiously walking down Wall Street when he was accosted by a Weary Willie who begged the price of a sandwich. Tom looked at the man in wrath and said, "Darn you, I'm working this side of the street!"

The twenty-two express-companies in America have divided up the territory between them, and have been working it on the policy of charging all the traffic would bear.

The world moves, but the express-companies do not know it. They short-change everybody according to the methods of Eighteen Hundred Fifty-nine.

Corporations have souls, just the same as individuals. A certain atmosphere pervades them. Often one man's spirit will flavor a whole business fabric.

Everybody's Business

WITH the express-companies there is a general swagger indifference to the rights and welfare of the public. Courtesy, if seen at all, takes the form of fawning. But usually there is a top-lofty attitude of, "I don't know and I don't care—it's nothing to me—take it or leave it!"

Packages of fruits, eatables, or small articles that can not be identified, are broken into and a portion of the contents appropriated, quite as a matter of course.

In small towns, where there is but one express-office, it is the rule to break open boxes of oranges and take just three. Canned goods arrive one can short; thread, four spools, minus.

☞ There is no redress—you complain, and the expressman will say: "That is the way it came to us! Put in your claim for damage, and I'll send it to headquarters."

Not one claim in a hundred is ever paid or ever investigated, so far as the public knows.

☞ If you meet the men "higher up," you will find them suave, and sorry, "but, my dear boy, you know perfectly well, etc., etc." ☞

The whole system is permeated with the idea of graft. There is no penalty for breaking-open packages—in fact, the employees have to, we are told, in order to ascertain contents, and fix the tariff charge.

The tariffs have been arbitrary, uncertain and non-understandable. Even the experts did not read them alike. And the bookkeeping was of a kind that made it impossible to fix responsibility on any one man. And immunity from responsibility breeds the sycophant and the tyrant.

The express-companies grew up as a sort of sop to the stagecoach proprietors who owned wagons and horses.

When railroads took the place of the stage-coach, arrangements were made with the railroads whereby they carried the packages and turned them over to the man with teams for local delivery.

Gradually, step by step, the monopoly has grown ☞ ☞

John Wanamaker, twenty years ago, sounded the alarm. Since then, the express-companies have only put their claws deeper into the business fabric.

With a president of one of the biggest express-companies in the United States Senate, and stockholders of other express-companies in

high places, and now and again postmasters in big cities who are holders of express stock, the whole business has been glossed and the rights of the public at large overlooked. "What is everybody's business is nobody's business." ☞ ☞

Franklin K. Lane

THE investigation recently made into express-company methods was carried on by the only body eminently fitted for so doing ☞ Franklin K. Lane, of the Interstate Commerce Commission, had the matter very much at heart, also very much in his head. He has served an apprenticeship in transportation matters which makes him the most valuable man along this particular line in America today.

The investigation began three years ago. It was prophesied at the time that it would end in a squirrel-track.

The express-companies were very loath to give any information of any sort; and while they did not openly oppose the investigation, making a show of telling everything, they told nothing that was opportune or of material worth. Facts had to be dynamited out of them. In fact, the big men in the express business did n't know of the petty larcenies, principally because it was not to their interest to know ☞ ☞

But already they have begun to be more or less decent with their patrons, where before they were overwhelmingly inconsiderate ☞ Now the culprits are on their knees and profess a willingness to conform their business operations to any requirements that the Interstate Commerce Commission may make ☞ Any one interested should send for Commissioner Lane's report. It is no perfunctory document. It goes after things as if it knew what it was going after, and it calls things by their proper names.

For instance, it says: "While these companies are separate, legal entities, their stock ownership is so interlaced, intertwined, interlocked, that it is with difficulty we can trace any one of the great companies as either wholly independent in its management. So, while these companies operate separately and compete with each other for traffic, the express business may be said to be almost a family affair. They trace a common ancestry, and while many names may be used to designate them, it is within the fact to say that, aside from

the operation of the minor and distinctively railroad express-companies, the entire express business of the United States is managed by probably not more than three groups of interests." ❦ ❦

Orders have been issued for reduction in rates, averaging nearly twenty per cent, and in many cases more.

Public Rights

❦ THE Commission finds that the entire business has been conducted without due regard for the rights of the public.

For instance, in a vast number of cases, packages sent prepaid have been delivered collect. This thing of collecting at both ends, or making a double charge for service, might be an accident in bookkeeping which would occasionally occur; but the prevalence of the accident makes it look like criminal negligence, not to use a shorter and uglier word.

The Commission does not find that the official management knew anything about this thing of collecting at both ends. But, on the other hand, in the face of thousands of complaints, the management took no special action to curb the abuse.

In some cases, it seemed to be regarded as a legitimate perquisite on the part of the local agent. When in doubt, he collected on packages that were plainly and officially marked "Prepaid." His billing, however, showed the package was not prepaid, and he therefore made the collection.

If the receiver wanted the goods at once, he doubtless would pay the twenty-five or fifty cents, rather than be inconvenienced by having the package held up.

His recourse then was to make a claim for overcharge. This claim went through the circumlocution office, and the chances were it would never be heard of.

Small shippers have no system by which they can collect small sums. The company rules were so lax that these small perquisites fell into the hands of their employees who needed the money.

And thus were the employees educated in indifference to the public.

Laxity in business methods and general moral obliquity ensued all along the line.

According to modern ethics, no employer has a right to subject his partners to opportunities to go wrong. To visit an injustice upon another is to work a wrong to yourself.

The High Cost of Living

❦ THE general business methods of the entire express contingent were those of a day that is past. Nothing but this most drastic investigation, backed up by the Federal arm, could possibly have brought these offenders to a realizing sense of what they were doing.

The unjust charges of the express-companies have been a big factor in the question of the high cost of living. The express-companies have formed themselves into a formidable referee that stands between the producer and the consumer.

For instance, the charge for one hundred pounds has been the same as for a less quantity, say for twenty-five pounds. Thus, have the express-companies played into the hands of the middleman.

For instance, if the farmer had customers for his butter, eggs and garden produce, the express-company made it impossible for him to serve his customers direct. He was obliged to ship to a third party, who redistributed ❦ Commissioner Lane calls attention to the fact that this re-distribution of goods was exactly what the express-companies were organized for.

Their business nominally and naturally was to distribute small packages or any size packages that the public might care to send. But instead of this the package was sent through just as many hands as the customer would tolerate—and not stop shipping.

When the companies made it the rule to charge the same for twenty-five pounds that they did for a hundred pounds, they were guilty of working a wrong upon the small shipper ❦ ❦

Thus have the farmer and the housewife been played upon by these conscienceless monopolies ❦ ❦

In the course of the investigation, it came out that some years ago the express-companies, seeing the handwriting on the wall, got together with the intent of organizing one big company.

By distribution of stock, this would have been a very feasible proposition; but they were warned by the United States Attorney-General that such an action would be contrary to the Sherman Act, and undoubtedly it would.

And so we have had the twenty-two companies,

each acting separately, and yet working together, even charging two or three or four rates where one would have applied.

Thus has the United States Government itself played into the hands of this monopoly, for if the express-companies had consolidated, Wickersham might have then brought an action against the Express Trust, exactly as he brought an action against the Standard Oil

And so, while the express-companies have not been guilty of violation of the Sherman Act, yet they have done things a thousand times worse, and through their interlocking and intertwining ownership, they have been able to evade responsibility for flagrant acts of oppression

The Gathering Storm

IN passing, it might be well to call attention to the fact that the so-called dissolution of the Standard Oil Company and the Tobacco Trust has worked no apparent benefit to the consumer, yet Big Business has been taught a lesson, and that is that Government supervision and proper regulation is a thing that the people can enforce.

Big Business has come upon us unawares. It is a time of regulation and adjustment.

The regulation, however, must come through trained businessmen, through economists, and the whole thing must be freed as much as possible from politics, passion and prejudice.

The rights of the small producer and the consumer at large must be conserved. Taking it all together, the regulation of the express-companies, as begun by Franklin K. Lane, under the direction of President Taft, is the most important event of the year.

These express-companies which have made it difficult for the necessities of life to flow from where they are plentiful to where they are needed have worked a robbery far greater in volume than the piracies on the high seas before the days of the Hanseatic League. And that it should have been done under the protecting wing of the law of a so-called free people makes it doubly atrocious.

The pirates of the Mediterranean and the Adriatic of old were a law unto themselves. But these modern pirates have legalized and organized piracy, making it a fine art. And the men who were the chief instruments in this piracy have occupied places of honor in the State and in society. They have contrib-

uted largely to charity, education, religion, and thus have they salved their consciences, and pacified the public into the fond belief that they were agents for good.

A list of one hundred of the chief stockholders of these big express-companies reveals many of our so-called "First Citizens."

Man justifies himself in everything he does.

These big owners of stock knew nothing of the details of the business, and cared less. No doubt, in many instances, these millionaires did not have the brain to see nor the imagination to detect the facts, which were simply that they were, in many instances, absolute parasites, stealing the food from mothers and their children.

Only a lively awakening of the public has been able to bring the offenders to book thus far.

And yet the managements of the big express-companies must have foreseen the day when they would be wiped out of existence. The investigation has brought out the fact that they used the equipment and the plants of other people in their business.

The inventory asset of all of the express-companies, as shown by Franklin K. Lane's report, scarcely equals the receipts for a single year.

The policy has been, not to invest in plants or equipment. The express-companies rent their offices, hire their horses, depend upon the railroads to furnish cars and transportation. And thus the whole game has been played "flying light," seemingly sensing a time when they would have to beat it.

And now, their fears are going to come true. How soon, no one can say, but the sooner the better. Score one for William Howard Taft, and award a medal to Franklin K. Lane.

THAT was a foolish saying of Byron: "Man's love is of man's life a thing apart; 't is woman's whole existence."

Does it not all depend upon the man and the woman? The extent and quality of woman's love compared with man's have furnished the physiologists and psychologists a great field for innocent speculation. And the whole question is still unsettled, as it should be, and is left to each new crop of poets to be used as raw stock, just as though no one had ever dreamed, meditated and speculated upon it before.

New York Police Scandal



HIS word "scandal" is a mild term to express the condition that is being unearthed in New York City.

It is a fact, proved and undenied, that there has been in existence in New York a conspiracy between lawbreakers and those whose duty it is to see that the law is not broken. ¶ Through this conspiracy large sums of money have been secured from the unwary, ignorant, vicious and viciously-innocent public. And as much of this money has been turned over to the police for protection as the traffic would bear.

Among the police there are numerous witnesses who have had a guilty knowledge of the graft that was going on. These men frankly admit the facts in the situation, but plead that they were powerless to stop it.

Over against these are the gamblers, who corroborate the evidence given by the police.

¶ It seems that Herman Rosenthal, a gambler, had been forced into a partnership with the police, and that one certain police lieutenant had pressed Rosenthal to the point of bankruptcy.

In a spirit of recklessness, this man was about to give away the whole situation, when he was shot on a public street from a moving automobile. Seven policemen were within hearing distance of the shooting, and hundreds of spectators were at hand; but the murderers escaped and for a long time eluded capture. ¶ The police charge that the shooting was done by gamblers who were at enmity with Rosenthal.

One thing sure: Rosenthal's body was filled with cold lead, and the man is dead. The next fact is that he was about to turn State's evidence when he was killed. His testimony would have incriminated two parties: one the gamblers who paid the police for protection, and the other the police who accepted money from the gamblers.

Gamblers and Politicians

✱ IN the light of a layman, gamblers would not be sufficiently injured by anything that a fellow-gambler might say about them to be guilty of murder. Squealers are numerous.

Gamblers, like other conscienceless men, are not reckless until they are cornered. The common knowledge that a man is a professional gambler does n't destroy his business. Gamblers are used to being accused—used to being arrested, fined, imprisoned. There is nothing about exposure that especially strikes terror to the heart of the gambler. On the other hand, there is something terrible to an official of the State to be accused of treason to his trust. He is hired to protect the public; instead of this, he protects the vicious to his own profit. For the public to know of these things is the official death of the man.

No gambler ever committed suicide on account of being accused in court or in the public prints. This is all a part of the great game. But over and over in history you will find that officers of the law, when "caught with the goods on them," commit suicide, unable to bear the shame and humiliation of exposure.

¶ Rosenthal was killed either by the police or by the gamblers. The police have kicked up a great dust and explained just who the gamblers are that are guilty of this terrible deed. On the other hand, some of the gamblers say that, if a gambler killed Rosenthal, it was on the order of the police. And this is the view generally taken by the unprejudiced public. That is, the police not only blackmailed the gamblers, but they made them commit murder.

Political Systems

✱ IN very truth, Herman Rosenthal was not murdered either by the gamblers or by the police. He was murdered by a Political System; and this System is a partnership between the police and the criminals. The System killed Rosenthal, because he threatened to destroy it through exposure. This System has long endured. It springs naturally into being. It is as old as ancient Greece, where pirates paid officials money for protection.

In his book on *The American Commonwealth*, written more than twenty years ago, Ambassador James Bryce says that the average American municipal government is the worst possible form of government that can be imagined. And this seems absolutely true. ¶ New York is a city of five million people. The Police Department is political in its nature. This political machine becomes cor-

rupt, inevitably, in its clutch for power. Professional politicians exist on organized graft

In a big city, where men seek excitement and the desire of many is to get rich quick, gambling is rife. The men who run the gambling-joints are willing to pay the police; the police are willing to take the money; and a part of the money that they receive is paid by them into the political machine in order that success may crown the victory of their party at the polls.

The Cure for Graft

THERE is just one cure, and none other, for political graft, and that is to make any contribution by an individual, company or corporation to a political campaign-fund, a crime.

Let the State meet all legitimate expenses of elections. Then men will vote as they choose. But as long as it is perfectly allowable and legal and eminently right and proper to raise large sums of money and expend these for political purposes, there will be graft and corruption, which occasionally lead to the point of murder.

This murder of Rosenthal of itself is insignificant, save as it lends light on the diagnosis of the disease. The world has not lost much by the death of Rosenthal. On the other hand, it might be said that his death is a great gain, in that it has brought to the attention of the people this corruption that exists in the body politic of New York.

The Hepburn Bill made the giving or the accepting of railroad-passes a misdemeanor. This was a move in the right direction. Let the giving of gifts, the acceptance or the giving of money in political campaigns, be made a crime, and the police will not then be subjected to the pressure of having to secure money in order to keep their party in power that they themselves may not lose their jobs.

¶ The Police Department in New York City is a condition, not a theory.

This thing of a political party raising money through its officeholders in order that these officeholders may hold their offices indefinitely is a classic condition.

The Mahdis of Persia know this game of graft. Kings and princes have always been guilty of it. In Italy we call it the Camorra; in Sicily it was the Mafia; in North Carolina it was the Kuklux Klan; in Indiana it was

the White-Caps; in China it was the Tongs; in the Sudan it was the Assassins; in New York it is Tammany.

Tammany was never organized for the purposes of graft, extortion and murder; but it took on all of these things unawares, a little at a time, as a matter of self-protection.

The question of police protection should be in charge of the State. The source of power should proceed from the Governor. Otherwise we will have this thing of local graft, extortion and occasional murder, to the end of time.

It is the business of the State to make it easy for the people to do right, and difficult for them to do wrong. A municipal government, managed by a political party, is a short and easy road to graft. Its motto from the start is, "To the victor belong the spoils." Ease of blackmail and extortion is a wrong on the people, just as it is a wrong for an employer to put temptation in the way of his helpers

Self-Reliance is very excellent; but as for independence, there is no such thing.

A Government Railroad



IT is a new proposition for the United States of America to construct, equip, own and manage a railroad.

But a bill is now in the United States Senate providing that Uncle Sam shall become railway-builder

The plan and purpose is to build a thousand miles of railroad in Alaska at Government expense, the money to be raised by an issue of three-per-cent bonds in such sums as may be necessary. No limit is set as to the amount of money that will be raised or used.

This railroad system in Alaska is to be operated by a commission of five men. The bill seems to have the approval of the best men in Congress. Public sentiment favors it; and when public sentiment is with you, everything succeeds, and without it everything fails. So said Abraham Lincoln.

Public sentiment is opposed to conservation that conserves for generations yet unborn,

and makes the generations that now exist suffer. ¶ A conservation that does not take care of the present wants and needs of the people now on earth is silly and absurd. We have a deal of this conservation which was prompted by the Law of Inertia.

It is easier to do nothing than to do something. It is very much easier to set apart a great tract of land and dedicate it to the prairie-dogs, the owls, the coyotes and the rattlesnakes, than to plow it, plant it, irrigate it, and thus make the waste places green ➤

That Horrible Example

✱ F one wants a little object-lesson, unforgettable, of the folly of conservation without intelligent purpose, let him view the military reservation in the City of Salt Lake. There will be found a thousand acres, right at the foot of the mountains, beautiful in situation beyond description; behind are the snow-capped hills; to the West the horizon is bounded by the great inland Salt Sea.

And here is this thousand acres of beautiful, gently undulating land, surrounded on three sides by a residence district where happy and prosperous people live. The homes come right up to the line, and beyond this Uncle Sam has said, thus far and no farther. People who own these homes plant trees, flowers and vegetables. They water their lawns. They have sidewalks, electric lights, pavements, and every good and beautiful thing that Nature can supply or man invent.

But what has Uncle Sam done on his thousand acres? Absolutely nothing. A few trees have been planted and then forgotten; and their dead branches creak and jibber in the winds that blow the sands across the empty vacant space. The buildings in this military reservation were built thirty or forty years ago. They represent pioneer architecture, and the whole tract and all of the buildings seem a sort of appendenda vermiformis to this progressive, growing, advancing municipality.

It is an object-lesson in the greatest futility that has ever cursed the world.

Here one finds soldiering carried to its logical limit, and we behold exactly what occurred during the Dark Ages—that night of a thousand years when the warrior was supreme ➤ The Government owes it to the people to allow them to utilize the earth, or as much of it as Uncle Sam has title to.

The products of the earth, agricultural and

mineral, have no value without transportation. So this move on the part of the Government to open up the wealth of Alaska with the aid of efficient transportation is a great stride to the front. ¶ Food separated from human bodies is valueless, and coal hopelessly out of reach of stoves is nil.

Conservation must be sensible and sane, otherwise it is a mangy bulldog in the manger, and tyranny, rank and cantankerous.

Modern Martyrdom is the sweet apotheosis of the things we do not care to avoid.

Back to the Farm!



F. HARRIS is President of the Illinois Bankers' Association ➤ ➤

Mr. Harris is also a farmer, and being a man of common-sense knows perfectly well that bankers can only do a safe and sound business where the farmers are prosperous ➤ ➤

Mr. Harris is the inventor and innovator of farm-demonstration with the aid of experts. ¶ The plan provides for the employment of field demonstrators, who go among the farmers in each vicinity and discuss the farmer's particular problem with the farmer and his family ➤ This expert lives with the farmers, eats with them, works with them ➤ The Federal Government has plans of giving advice to farmers, and in certain instances lecturers are sent out and stereopticon views supplied ➤ ➤

It seems that the Farmers' Club in Champaign, Illinois, applied for the services of one of the Government's experts.

The man was a little slow in getting around, and so these Illinois farmers, with the help of Mr. Harris, just went ahead and hired a young man from the State Agricultural College to go out and instruct, inspire and encourage their farmers.

This young man was born on a farm, attended the little red schoolhouse, then had gone to college and studied the farm problem from every possible aspect. Further than this, he owned a farm. ¶ He was able to animate others, and he believed in his mission.

So they hired this youngster, and he went from farm to farm and opened up his magneto.

¶ It was found that in every vicinity there were farmers anxious to get the skilled advice and counsel of this able outsider.

And so the work was continued, and this man and others were hired at a fixed salary, clear beyond what any bank-cashier receives.

The individual farmers who wanted the advice of this expert made their arrangements with the Secretary of the Grange or Club

The Thing That Counts

¶ It has been found that this demonstration-farm movement with the aid of experts has given a tremendous stimulus to the business of the farmer wherever it has been employed

It tends to increase land values, brings the farmers together, makes them think, supplies them friendship, inspiration, encouragement, consolation. ¶ This is all a part of the great move of "Back to the Farm."

It will result in agriculture being taught in every public school; and eventually in every county of every State of the Union there will be agricultural high schools.

Mr. Harris believes that the farmer, of all men, should be happy, prosperous and intelligent

The trouble in the past has been that he has lived alone; that he has been isolated from his kind; that he has felt the pressure of economic needs, and much of the time he has been able to hear the mortgage gnaw night and day.

Now things are changing. The farmer is interested in government questions. He is absorbed in many themes outside of his own particular work. He has a broader outlook and a bigger hope and a firmer faith than ever before in history.

One great and important betterment which will grow out of this "Back to the Farm" agitation is the matter of good roads.

When the farmers co-operate with the bankers, and the owners of automobiles come in and join hands with both, then this matter of good roads will not remain a mere question of theory. The good roads will come.

Political plans, beautiful and beneficent, that contemplate turning water into wine, kerosene into oyster-soup, and boulders into bread, by use of the ballot, or the red flag, will all fail.

¶ It is work, and work only, that counts

Chicago Echoes



IARS! Thieves! Coyotes! Double-Distilled Thievery! Hand-Picked Brigands! Hold-Ups! Liars! Liars! Liars!"

¶ These are the words of defeat, not the exultant cry of victory. It is like that untranslatable French word flung by the last of the Old Guard at Waterloo, when his ammunition was exhausted.

¶ When overcome by the enemy there is always one thing which, with our last breath, we can tell the enemy to do.

This Chicago fight was won by Taft, because the colored troops fought nobly—and stuck. They held the balance of power.

In the lobby of the Coliseum you could see them by the dozen—colored gentlemen, well fed, well upholstered, well dressed, each evidently with all the money he needed, even if not all that he wanted.

The colored races have shown their ability to stick on the field of battle—why should n't they here?

Colonel Roosevelt spoke for just five minutes on the Saturday preceding the Convention, and in the course of his remarks he used the words "thievery, thieves and theft" just seventeen times, and always the words were applied to men in his own party.

When Robert Ingersoll, standing on the steps of the Sub-Treasury in New York, referred to the Democratic party as having just two motives in life, grand and petit larceny, some people thought the talk was severe.

Roosevelt kept repeating again and again that he would die in the last ditch, etc., etc.

¶ The Taft people did not talk so much, but their jaws were set firm and the intention was, most positively, that Theodore Roosevelt should not be nominated.

The Gullible Governors Governed

¶ AND that particular round robin, we now have reason to believe, was initiated by Theodore Roosevelt himself, and presented to the Governors for their obliging signatures. ¶ Governors are but men, and it would be well if they would stick to the mildly radical Chautauquas and not be dragged as a body into national politics.

Certain it is that the Governors did not expect the opposition from the regular machine that was manifested.

As it was, at least five of these Governors were in Chicago, again signing a round robin, this time one of dissent against Republican oil-pull tactics.

Thus, in advance, were they giving a reason for a defeat, or a bolt, or both—for the terms are synonymous.

The Governors are losers, and they are not cheerful losers, either. For even if Roosevelt had got the nomination, he has stirred up so much hate that a big deflection of Republican voters would follow.

I was in Chicago several days and talked with a good many prominent men, and the most careful questioning failed to reveal any issue between the Taft and the Roosevelt forces.

It was a scramble for office, with all the honors, rewards, perquisites and emoluments that go with it.

The Colonel made Taft his Secretary of War; then sent him to Cuba to adjust the insurrection; later again, sent him to Cuba, Porto Rico, Panama, Japan and the Philippine Islands—and finally made him President. But the Colonel changed his mind about Taft and now refers to him as a fat-witted failure, a reactionary, and bestows on him a great many other unkind, indelicate, injudicious allusions, which to say of a man who occupies the high position of President of the United States is certainly out of place.

If Taft is all of these weak and absurd things that Roosevelt says he is, then Roosevelt is certainly to blame for putting him into the position that he now occupies.

No man knew Taft as well as did Roosevelt. Practically, Taft has not changed. He is the same individual who was the right-hand man of Theodore Roosevelt when Theodore Roosevelt was President of the United States.

Granting, for argument's sake, that the present Rooseveltian estimate of Taft is correct, then Roosevelt is the man to blame, for he it was who lifted the man into this high position.

Back From Elba

WHEN Theodore Roosevelt arrived in Chicago, it was a most spectacular event.

What the man would say, and what he was going to do, were matters of doubt.

There had been more or less silly talk about Roosevelt being a victim of parancea—otherwise, being balmy in the bean.

Let these things be forgotten. He is no Ludwig of Bavaria. The man is an individual. He is the only one of the kind, and God knows, one is enough. He is a Sixteenth Century Strong Man come back to earth.

His appetite is good. He sleeps well. He has an invincible and most unpardonable belief in his own omniscience. He plays the words honesty and thievery against each other indefinitely.

He is without the wit to see that his vociferous claim that he is honest and all men who disagree with him are thieves, is an assumption which only a man with a sense of humor will pardon. His sincerity is both his weakness and his strength.

Theodore Roosevelt is a religious man.

He is exactly the type of man who made the gutters of Granada run ankle-deep in human blood.

But we must remember that we are now living in the Twentieth Century.

Intelligence is widespread and power is diffused.

The instruments of death and violence are not in the hands of any one individual.

We realize that today nations are great through their ability to confer an economic service, and not through their power to render an injury.

It is exactly the same with individuals. The men who receive the greatest honors in our own time are those who best serve the forces of peace, who stand for health, happiness, harmony. And these men are not talking eternally about the misfortunes of the people. Neither do they come with any messianic message or meteoric, spectacular flight across a continent in the interests of abstract justice—which no woman understands.

The Rule of the People

XF Theodore Roosevelt had a Rough Rider regiment at his back, as Oliver Cromwell had his "Old Ironsides," we might well tremble.

Happily, the Widow Guillotine was not established on the Lake Front, working time and a third.

Sunday found the fighting Colonel practically alone in his hotel, surrounded by his loyal governors. The mob of the day before was

distributed in the quiet of their homes, looking up railroad-routes to mountains and woods, or fishing quietly along the break-water, or in the parks reading the Sunday papers and smiling in half-disappointment over the grim sensation that failed to materialize ☞ ☞

Roosevelt's shrill, throaty claim that the people must rule is n't so wholly bromidial as it seems when uttered from the Romeo and Juliet balcony of the Congress Hotel.

Yes, it is quite probable the people will rule. Also, they will choose their servants, and they will not choose as servants the men who belittle the American people by the sad, bad, mad claim that we need a dictator.

That country is governed best that is governed least, said Thomas Jefferson.

Bribery and Barter

Honest politician," said Thomas Brackett Reed, "is one who stays bought." ☞ ☞

In Chicago, taking a prominent part in the Convention, were five men who are under Federal indictment for violation of the Sherman Act.

They were indicted on the order of President Taft ☞ ☞

These honest individuals were engaged in working tooth, nail and pocketbook for Theodore Roosevelt.

They know Roosevelt—they did business with him when he was President of the United States, and they hope to do business with him again.

Four years ago and eight years ago these same parties contributed big sums for campaign purposes ☞ ☞

This is a matter of court record.

Ten, fifty, one hundred, two hundred thousand dollars were given by this concern or that, represented by these zealous campaign-healers ☞ ☞

Such sums are insignificant, when compared with what is at stake.

The Taft forces are not on half-rations, either, for they have all the momentum and mazuma that goes with Federal patronage.

But for the "outs" to have the most money is a new condition in Republican party politics ☞ ☞

A man is always better than his creed, unless perchance he makes up a new one every day.

Thrift! Thrift! Horatio!

By Alice Hubbard



BEFORE man mixed brains with the soil, food was so scarce that saving—economizing—became a fine art. At least, economy in foods reached a degree of thrift that gave us Anglo-Saxon synonyms for the word "provident." ☞ ☞

"Stingy," "tight," "close," are common words to express a quality which stern necessity bred in the human race.

Nothing must be wasted. Starvation was always at the door.

It is characteristic of the English people, also of New England people, to go for instruction to the ant, who provides for the future.

"Save! Provide a store for the rainy day that is sure to come!"

"Lay up for yourself treasures for another life!" ☞ ☞

These were admonitions that were given to the young, and persistently taught until the lesson was learned. ¶ Hope deferred in this world caused another world of dreams to be created where joy would be completed.

And so it came to pass that religion became "the chief concern for mortals here below." And this "concern" was to provide for another life—never mind how you fared here.

¶ Be thrifty concerning a life after this. Lay up for yourself treasures in Heaven. Hoard for the future! The eyes of the people were turning toward an East in the skies, looking for the rising of a sun which they could never see ☞ ☞

Finally, men took pious comfort in their ignorance of this world, provided they were well-versed concerning the "world to come."

¶ The ancient Egyptians spent their best energies and their best years building their tombs, getting ready for burial, that they might realize their dreams in a life after death ☞ ☞

Education an Evolution

MODERN civilization emulated the Egyptians ☞ ☞

"Religion" was taught in the churches, and it was also taught in schools. Business methods were not used. Business was secular and the

secular was not sacred. And although the financing of church and school may have been secular and businesslike, the teachings in church and school had nothing to do with business methods, the production and distribution of food, clothing and shelter.

The church taught insistently of a life to come and another and a better world than this ☛ ☛

Schools were once places where theology—doctrines concerning the gods—was taught. Then was added sacred history, followed by the study of ancient languages, mathematics, astrology and alchemy.

Finally, our secular or public schools were recognized as places where the young were to prepare for life here, the church still being a preparatory school for a life after this ☛

All of youth, and at least one-seventh of the rest of a man's life, was to be devoted to getting ready to live and to do something ☛

The marvel is that anything was accomplished in this preparatory world.

It is claimed that more has been done by man since Seventeen Hundred Seventy-six than in all the ages preceding, and that since Eighteen Hundred Seventy-six, the progress of the world has exceeded by far all that men had accomplished up to that time.

The year Seventeen Hundred Seventy-six marks the time when man began working for man, rather than for the gods. Then man realized what Socrates said five hundred years before Christ: "The gods are on high Olympus. Let them stay there. The Greeks are at your door."

Voltaire, Rousseau, Froebel, Franklin, Paine, Jefferson, all insisted that man was the chief concern of mortals here below.

God could glorify Himself, and man, if he was ever to be glorified, must get busy right now on earth and make the most of himself.

☛ And human beings became better when they began to glorify themselves, and ceased from their anxiety concerning an absentee Ruler ☛ ☛

When men left off trying to save their souls, and worked, they developed souls that were worth saving—but not until then.

However, it is only since Eighteen Hundred Seventy-six that the bonds of a future have been broken and man has ceased preparing to live, and has lived.

Fifteen years ago I heard a doughty Scotch

minister say that if the church service and sacrament were of any comfort to a washer-woman, she should have them, no matter what her language and habits might be. However, he had to whisper this quietly, and only to those of understanding and discreet tongues.

☛ Today, the policy of churches is to serve. As fast as traditions can be disregarded and not disrupt the organization, the work of the church is for enlightenment on present problems that confront people right now—health, happiness, and information on subjects that man must have in order to be successful in living on this beautiful earth.

A life to come? We will see about that later. Here is something our hands find to do and we must do it with our might.

We have adopted Thoreau's motto: "One world at a time, my friend! One world at a time!" ☛ ☛

School? We have a new idea of school and education, and a new school is here, even at the door.

Greek and Latin are no longer considered necessary to culture—they are tolerated, but not encouraged. "We recommend something practical," educators say, and introduce the subjects of the applied sciences.

Girls and boys in school are living now, not preparing to live. They are not trying to get an education by mousing over old books. They are doing things.

History of wars, battles, kings and rulers is supplanted by the history of the development of industries, inventions, and their application to work ☛ ☛

The heroes in the minds of our young people today are not the men who have killed, wasted and destroyed, but those who have built railroads through waste places, and established cities along the route; inventors and developers of machinery that has turned the drudgery of life into the luxury that it is just to live today.

Our great are those men and women who have done and are doing the work that makes the world splendid.

Positive, constructive work is what we want to know about. We are ashamed that we have used brawn, not brain, as the arbiter for differences of opinions. It is a blot on the 'scutcheon, not a fact to boast about, to have as ancestors murderers, thieves and lawless marauders ☛ ☛

We do boast, however, that when individuals, or countries, want property, they buy and pay for it, giving value received.

And a record of such right transactions is what we want children to fill their minds with

Approved, modern, business morals are taught by being practised in our schools.

We have at last noticed the lessons taught by all mothers of young animals outside the human, that the greatest first lesson a child should learn is the care of itself.

Teachers are showing children how to care for the body as a whole, and the particular care that parts of the body need.

The eyes, their care, use and value, and every other functional organ of the body, are all vitally important to children. They know, too, the interdependence of the organs of the body—that sick neighbors are bad neighbors to have.

"Keep well! Know how to keep well, or you are an ignorant person," is the new teaching

Children do not boast of relatives who have been in the penitentiary. Soon they will feel as deep chagrin over the fact of hospital or sick-room occupants.

Obey God's laws—Nature's laws—is the coming mandate. And Nature's laws are those, obedience to which gives health, happiness, and makes the obedient the chosen people

Keep clean, body and mind. Live out of doors all you can. Ventilate your houses and your muscles

How ventilate the muscles? By exercise—that is the only way. You are old, no matter how young you may be, unless you have exercised gloriously for two hours, at least, in the open air each day.

And the consensus of opinion of the wise is that the very best exercise, and the only exercise sure to bring the best results, is useful work. Nature so designed it.

Work is activity directed to a definite purpose, and such activity gives satisfaction. No other does. And the mind must be satisfied in exercise as well as the body, for the best result in health.

"I Work"

LAST March, some one asked Clara Barton what was the secret of her long life, and how she accomplished so much in ninety years. Her reply was, "I work."

"Yes, I know. But what do you do for recreation?"

"I work," was the affirmation of this greatest patriot of all history.

Sara Bernhardt's Recipe

LAST week Sara Bernhardt was asked the secret of her power.

"I work," said Sara.

"But your beauty! And you are near seventy."

"Oh, no! I shall be only sixty-eight in October. Some one has reported that I shall be sixty-nine, but it is not true. I shall have done much in that year. A year is an opportunity for much work.

"I work because it is the only thing that makes life worth living. And I work to keep my beauty. The brain and the heart must be satisfied if a human being would be happy

"You must have something to show for the day, the hour, if you have satisfaction. And only work gives results."

The Bernhardt knows!

And the world is awaking to the truth that our churches and our schools do not serve as they may. Men and women are watching the effect of their training upon youth. They are telling us what their observation is—that unless these institutions serve humanity today, they are not worth supporting.

The church is reforming.

The school is reforming.

We are taking the children from the cities back to the soil to educate them. We send them into God's country in the morning and take them back to the city at night. Because we know that children must live natural lives if they would be evolved: they must live, not be prepared to live.

Child life is just as necessary, beautiful and profitable as mature life. Is childhood a period given to prepare for manhood? Not so. Childhood is to be lived for itself, just as much as youth or old age.

Yet, all through life there steals into our every consciousness the thought that we are "building for the age to come"; but we now know, too, that we must live today.

"What kind of a man will I be in Elysium?" one of his pupils asked Socrates.

"The same kind of a man you are here," was the great philosopher's reply.

You need not worry about tomorrow, provided you live up to your highest and best today

We have a new idea about school. We have left the Pythagorean plan of mousing in musty, dusty tomes in Egypt, and are adopting the plan of the Creator who sent Adam and Eve into the fields to get an education ☛

The Example of Colebrook

FROM a Government Report, I find this news:

The people of Colebrook, New Hampshire, a town of two thousand inhabitants, have added to their high-school equipment, gardens, a greenhouse, a dairy-laboratory, a domestic-arts department, a carpenter-shop, a blacksmith-shop.

They give complete courses in agriculture and in domestic science.

Colebrook is the center of a rural district ☛ The best boys and girls of that community were going away from home for better opportunities. Their most promising and prosperous young men and women were leaving.

The people came to the conclusion that they must save themselves by giving the children the best, or else abandon Northern New Hampshire ☛ ☛

And the Honorable H. C. Morrison, State Superintendent of New Hampshire, sent out this statement:

"The purpose of the Colebrook School is not primarily to make good farmers, or skilled mechanics, or professional housekeepers.

"The primary object is the education of the boy and girl to become a sincere and efficient and happy man and woman, capable of becoming an educated worker with material things, capable of getting life's happiness out of work rather than out of the leisure which comes after work, if indeed it comes at all. A further purpose is to educate the strongest youth toward the farm and the industries, instead of toward the professions and business exclusively."

It is repeatedly emphasized by the Colebrook people that the new courses are established in the belief that there is just as truly a cultural development of the individual to be had from competent instruction in agriculture or domestic science as from competent instruction in Latin.

The significance of the Colebrook movement lies in the fact that it demonstrates the basic principle upon which the American high school must stand or fall—that it shall be a direct source of strength to the community

that pays for it. The feeling exists that secondary rural schools have in many instances weakened the communities which supported them; that by the very efficiency of their work, they have trained young men and women for other fields of usefulness, and have thus frequently deprived the community of the services of its best citizens.

What the people in this little town realize as a necessity for their well-being is felt to a greater or less degree throughout America.

☛ "I am sending my boy out to Oregon, where people live and have a view of life greater than the people of this town," a village woman said yesterday.

Civic pride or something better should have pricked and stung her, rather, into an activity for making her town the best of all towns for opportunity for her son.

What interests children is not Latin, geometry and logic, but the industries they see and understand—life that means something to them today—something to do and work that they can accomplish.

A woman told me last night of a college graduate whose mother took her to the young man's room to show her son, and the results of the last four years' work.

"Only for the pennants, cushions, his wardrobe, and the very perceptible odor of cigarettes and whisky, I should never have known he had been to college," said the woman who told the story.

Then I thought of the little lad of ten who sent a peck of beans he had raised, as evidence of work, to his mother in New York City. He wrote to her yesterday, promising potatoes that would soon be ready in his school-garden ☛ ☛

If we want the "fundamental arts" of agriculture and home-making to continue, we must give them the place of dignity to which they belong.

It might be well to remember, too, that man evolved by working in this very school—agriculture and home-making.

The country—the farm—is man's natural home. We live close to the soil and the home.

☛ Health and happiness are possible for the majority of mankind only as he lives in harmony with primitive life.

☛

Get harmony into your hearts and disease will depart from your bodies.

Read the Book of the World

The world is a great book, of which they who never stir from home read only a page.—*Augustine*



ODYSSEUS, one of the Greek Chieftains before Troy, and hero of Homer's *Odyssey*, was the Cosmopolitan of his time. His *Little Journey in Mediterranean waters* has proven a perennial "best-seller" for more than three thousand years. ¶ The wily Ithacan visited "the cities of many men and with their customs grew familiar." This is to be a Cosmopolitan—a Citizen of the world. ¶ Reading, conversation, research, study—all these tend to elevate the intellect and extend the mental horizon, but nothing can ever take the place of travel, as the Greatest Educator. ¶ Travel stores the mind with sights of foreign lands and gives us food for thought. It lifts us out of the ruts and conventional grooves into which the average life tends inevitably to run. Travel gives perspective. And perspective is Education, whether you have ever sung a college glee or not. ¶ There is nothing like Foreign Travel for broadening the sympathies and making us feel that we are only members of the great Human Family, after all. ¶ The Cunard Steamship Company caters providently to good folks who like to travel abroad during the Winter months, and escape the ice, snow and wintry winds that breeze through your Burnsides. ¶ At a very moderate expense, you can secure passage on one of the de-luxe Cunard Steamships, *Caronia*, *Laconia* and *Franconia*. ¶ Each of these floating palaces makes two voyages during the Winter, and the *Laconia* makes an extra cruise to the Orient in February and March. ¶ The Cunard Liners are magnificent ships, the ultimate word in safe, sane, luxurious ocean travel. These vessels average about 18,000 tons each and plow through the "unnumbered laughter" of the salt sea with practically no suspicion of vibration. The engines are carefully balanced, and great bilge-keels, running the entire length of the ships, make for steadiness. ¶ The *Laconia* is equipped with Frahm's anti-rolling tanks, and *Mal de Mer* will interest you only in an academic way. Cunard Steamships, one and all, are fitted with wireless and submarine-signaling apparatus. The cuisine is as good as that in The Roycroft Inn, the service is *a la carte*. You eat what you want, when you want it. And the bracing, invigorating ocean air gives sauce to the appetite. ¶ Everything that can contribute to comfort, and peace of mind and body is provided on these leviathans. There are gymnasiums, veranda-cafes, promenade-decks, sun-decks, smoking and drawing rooms, libraries, writing-rooms and "Lounges." The staterooms are situated amidships. They are spacious and luxuriously appointed. ¶ Take it all in all, life on the ocean wave is a joyous, gladsome thing when you travel under the auspices of the Cunard Steamship Company in one of their palatial floating phalansteries. ¶ Write today for *Sailing-List*, *Rate-Sheet* and *Steamer Plans*. Also, for the illustrated booklets, "*A New Way to the Old World*," "*The Beautiful Adriatic*," "*A Tourist in Egypt*," "*Days in Spain*," "*Franconia*," "*Laconia*," "*Caronia*" and "*Carmania*."

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not be designed to sway public opinion only for personal profit, but also for the public good. By this I mean that the object of personal gain should never induce the advertising of any article or thing that would be injurious to the public health or public morals, and that the advertiser should undeviatingly exploit those things only which, while offering an honest reward, are compatible with the public good. ¶ It is a fine and inspiring thing, this striving of the people for an improvement in their ethical standards. It has undoubtedly produced much disturbance and agitation, but it has aroused a keener consciousness of right, and has moreover in-

WITH the vast public reasonable and honesty as the accepted standard, what must the advertiser do to sway public opinion? Above all things he must understand and believe in the public. He must realize that it is reasonable, and he must be impressed with the necessity for honesty in his dealings with it. His advertisements should be not only plethoric with promise, but potential with performance. They should be clothed in originality and vitalized with truth; they should

spired a higher and nobler endeavor. All that advertising men have to do, all that the men in public life have to do, all that the managers of big business and of big corporations have to do, to sway public opinion, is to be responsive to the higher ethics; to have faith in and to understand the people; to deal squarely and honestly with them, and to measure up to the popular aspiration for better and cleaner methods in all the concerns of civilized life.—*W. G. McAdoo.*

For Oriental Rugs and Marvelous Kimonos from the Land of Geishas go to Vantine's.

THERE is one sort of man for whom there is no place in the universe, and that is the wobbler, the man on the fence, who never knows where he stands; who is always slipping about, dreaming, apologizing, never daring to take a firm stand on anything. Everybody despises him. He is a weakling. Better a thousand times have the reputation of being eccentric, peculiar, even cranky, than never to stand for anything.

—“Success.”

CARLYLE always takes us to the source of intense personal and original conviction. It is his supreme merit that he spoke with absolute sincerity; not according to the beliefs, traditions, conventionalities of his times, for they were mostly against him. He presents the singular anomaly of a great man, of a towering and unique genius, such as appears at intervals of centuries, who was not in any sense representative, who had no precursors and who left no followers—a man isolated, exceptional, towering like a solitary peak or cone set over against the main ranges. He is in line with none of the great men, or small men, of his age and country.—*John Burroughs.*

We are always all well, and we are happy because we do not stop to think about it. No billiards, booze, buffet, cards, cigarettes, at The Roycroft School for Boys.



The Rarest Thing in The World Is Now on Sale—

This Christmas—make it different. Give your loved ones the “rarest thing in the whole world.” It’s on sale. Peace of mind—contentment—real enjoyment—aren’t these the rarest gifts the world has to offer? And the Apollo Player Piano brings them with it and keeps them where it is. You and yours enjoy music—good music. It turns unrest into peace of mind—it transforms dull, yawful evenings into hours of pleasure. What more can your money buy?

We said “good music.” We meant it. Accenting the melody—omitting it altogether, playing only the accompaniment and playing that accompaniment in any one of eight different keys. The Solo-Apollo does this. No other player piano is permitted to—Melville Clark’s basic patents stand in the way.

And the Apollo touches down on the keys—just like every human being who ever produced a sound from a piano by striking the key. And the Metronome Motor—as finely made and accurately adjusted a piece of mechanism as the best watch ever built—relieves you of the necessity of pedaling to rewind the music rolls—a touch of a lever—no pedaling—and the roll’s rewind and you’re ready for another. All these things and more are yours when you select the Apollo Player Piano.

Investigate right now so that Christmas morning will find a Solo-Apollo in your home. Send us your name on a postal card, a letter, a telegram. We’ll send you reference books on the player piano proposition that are worth having.

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—*Auguste Comte.*

Take your bumps in life, of course, but not on the high.—*J. J. Cole.*

A HINT TO ASPIRING GENIUS & An Advertisement

BY ELBERT HUBBARD

WHEN Rider Haggard wrote *Mr. Meeson's Will*, he was satirizing the unscrupulous Money-Bags that practised on the necessity of needy writers, to line their own plethoric pocketbooks with crowns, sovereigns, shillings and pence.

☞ The wretched, ill-kept "hutches" in which the penurious pen-pushers gnawed their inky nails and scribbled their starveling tales, were a tragic reality. And Augusta Smithers was merely representative of a type that existed, toiled and suffered.

☞ We live in an enlightened age—speaking comparatively. True, aspiring literary genius still encounters adverse gales and treacherous currents, with an occasional shipwreck making havoc of high hopes on the shoals and quicksands, within sight of the Haven of Success.

☞ But an unheralded writer who can dispose of his own Good Stuff is an anomaly. This is the province of the Literary Broker.

☞ If you can produce novels, stories, poems, articles and plays that possess Essence of Living Ginger, better make assurance doubly sure than gamble on uncertainty.

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☞ If your MS. has merit, it will be marketed and you will pocket the proceeds—until which time there will be no charges beyond those necessarily attaching to reading and typewriting, and revision, if necessary. ☞ Procrastination is—well, you know what Procrastination is. NOW, while you think of it, is an excellent time to write for information. Consultation is welcome—and it's free.

THE LITERARY BUREAU
Suite 809 Stephen Girard Building, Philadelphia, Pa.

*Our never-failing friends are they,
With whom we converse day by day.—Southey*

SAID Charles Kingsley: "Except a living man, there is nothing more wonderful than a book! A message to us from the dead—from human souls we never saw, who lived, perhaps thousands of miles away."

☞ We often feel a closer degree of kinship with men and women separated from us by time, place, language and manners, than with most of the people we see and know in our every-day lives. This is the noble conception of the Celestial City of Fine Minds crystalized in a way that would otherwise be impossible.

☞ People who love books love humanity, because a book is the expression of a human heart.

☞ We deal in standard works that should be found in every library. Some of these editions are most magnificent, including handmade deckle-edge paper, etchings, photogravures and hand-colored frontispieces. There are bindings in Buckram, Morocco, Levant and Parchment. We have also moderately priced editions for those who prefer something less expensive.

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JOHN H. PATTERSON, the President of the N. C. R., rides a Whitman Saddle. ☞ Patterson is sixty-eight, come Michaelmas. He is ten years younger than he was ten years ago. ☞ Horseback-riding is the thing that has worked the miracle. ☞ Horseback-riding puts you in touch with the great forces of Nature. The animal strength of the horse becomes yours. You bathe in the open air. You move through the sunshine. You feel that you are bigger than the elements, that you are master of the situation. ☞ The Whitman Saddle "puts you next." ☞ By it you telegraph your wishes to your horse. You are *en rapport* with the horse and with yourself. ☞ A horse is psychic. He knows your mood. ☞ Don't ride hard and furiously. Keep your horse cheerful, and he will keep you cheerful and add to your length of days. ☞ Give him the gift of a Whitman. It fits his back. By it he carries your weight without knowing it. Also, the Whitman Saddle fits you. It is a saddle for men who do things—eke women withal! ☞ The Whitman spells safety, joy, health, security, serenity, length of days. ☞ Send for Catalog.

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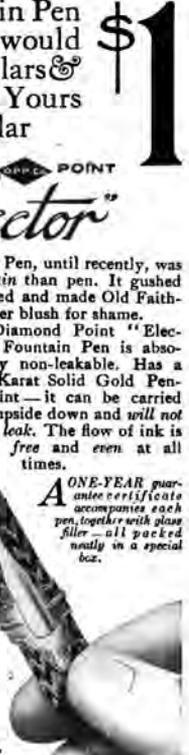
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dren, and for all those who were not physically
able to enforce their right to life, liberty and the
pursuit of happiness.

☞ Ingersoll dethroned for us the God of Wrath,
and proved himself to be more noble, more lov-
able, more godlike than the Jehovah of the Jews.

☞ "Bob" Ingersoll was a good man and great, but he
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highly polished, and finished in blue or polished nickel.
☞ Packed in tool-roll, the Kit weighs less than three
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Koeth's Kombination Kit an immensely practical help in a hundred
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THE ROYCROFT FRATERNITY

Use these questions for topics of discussion at the meetings of your Junta → From THE FRA Magazine for November, Nineteen Twelve

1. Is woman the equal of man?
2. Wherein is she superior?
3. How did the invention of the typewriter affect the status of women?
4. To what degree has the telephone been a factor in the industrial development of woman?
5. What is the place of woman in the pedagogic world?
6. What success have women had in business?
7. What has been the effect upon home life of the industrial advent of woman?
8. What would be the probable effect on world affairs of the universal emancipation of womankind?
9. To what extent have women been responsible for war?
10. Do you consider woman as man's "guardian angel"?
11. Name three great business women of today.
12. What contribution has woman made to Science?
13. Name three prominent literary women now living.
14. What do you understand by (a) Teutonic virtues? (b) Gallic virtues?
15. Name two by-products each of (a) corn; (b) cotton; (c) petroleum.
16. What do you understand by the word "Stylist"?
17. Name three great English stylists.
18. Name three French Stylists.
19. Who are our great American stylists?
20. Distinguish between sincerity and candor.
21. Explain what is meant by the Pierian Spring.
22. Should children be provided with spending-money?
23. Do you believe in giving children money for small favors?
24. What do you think of savings-accounts for children?
25. Distinguish between Self-Reliance and Independence.
26. Name some of the effects of indiscriminate eating.
27. Who is Abdul Baha, and what is his Message?
28. What do you think of the moving picture as an educational factor?
29. Why do crops "run out"?
30. What is the purpose of the Farmers' Club?
31. To what extent is aerial navigation indebted to Wilbur Wright?
32. Is monopoly necessarily an evil?
33. What is the Law of Compensation?
34. Who is (a) the greatest living Scotchman? (b) the greatest living Englishman? (c) the greatest living Irishman? (d) the greatest living American?
35. Do you enjoy poor health?
36. Is it any disgrace to be poor?
37. Are Express-Companies a trust or a parasite?
38. What is the relation between harmony and health?
39. For what is each of the following noted: (a) Kansas? (b) Rousseau? (c) Hepburn? (d) Franklin K. Lane? (e) James Bryce?
40. How do you like the idea of "All-Hubbard" numbers of *The Fra*?

CADILLAC--The Adap-Table

☞ The purely ornamental will never hold its own against the article that looks well and serves a definite purpose in the economy of the household. ☞ The Wolverine Manufacturing Company evolved that immensely popular commodity, the

Cadillac
"Desk-Table"

☞ The Cadillac is a desk and table all in one. To use the desk equipment, pull out drawer with non-spillable inkwell and pen-groove. A patented, easy-sliding, nickel-plated **metal slide** permits the drawer to open and close with perfect facility.

☞ Beneath the desk-lid is a capacious drawer for stationery and correspondence. Nothing on the table need be moved or even touched.

☞ The Cadillac Desk-Table is made in seventy-five handsome designs, comprising half a dozen recognized Period Styles, in all the staple woods.

☞ No home or college room is complete without a Cadillac Desk-Table. Hotels, Y. M. C. A. 's and Y. W. C. A. 's America over are putting them in by the hundred.

☞ The Wolverine Manufacturing Company are the largest table manufacturers in the world — with an output of over a table a minute.

☞ The Cadillac is sold by leading furniture-dealers everywhere. Ask to see it.

☞ Catalog No. B, showing complete line in halftone illustrations, will be mailed free on request.

WOLVERINE MANUFACTURING CO.
DETROIT, MICHIGAN *Established 1887*

ROYCROFT Nineteen Hundred Twelve

THE ROYCROFTERS have just issued a dainty little Christmas Catalog, giving a list of some of the choice, unique and individual things which they manufacture. ☞ These things show the loving marks of the hammer. They are different. They are made in joy, and they will give joy again to the individual that possesses them. ☞ If you wish a copy of this Catalog, kindly send your name on a postal card and the book will be sent gratis at once. ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞

The Roycrofters
East Aurora, N. Y.

Why not mention THE FRA when writing to advertisers?



China-Cabinet No. 07

42 inches wide; 22 inches deep; 54 inches high
 Oak, \$76.00; Mahogany, \$92.00; f. o. b. East Aurora
 Glass panels are of clear crystal set in Copper

YOUR DINING-ROOM ROYCROFTIE

WOULD give you the satisfaction and joy that one gets through having the thing just right. ¶ There is a dignified simplicity about Roycroft Furniture that lends an atmosphere of peace. The character of the workmanship and the finish at once impress you with their genuineness.

Our furniture is made by hand, every care being taken to make it as well as it can be done. Our ideals are set high and to a great degree have we realized them. When we learn how to make the furniture better, we will do it.

¶ Fix this in your mind: We make furniture for any place furniture may be used—the Library, Den, Dining-Room, Hall or Bedroom.

Our new complete Catalog of furniture will be sent you on receipt of twenty-five cents in stamps. There are a great many pieces illustrated in it that will make excellent gifts. An odd piece will fit in anywhere, if your needs do not require a whole set.

THE ROYCROFTERS
 EAST AURORA, N.Y.

If you buy at Vantine's, you will be proud to say so

The Golden Land of Opportunity

An Advertisement by Elbert Hubbard

WE talk glibly of our country's greatness, our forty-eight magnificent States, and population of a hundred million. But to gain any adequate conception of the enormous extent of rich, productive lands merely awaiting development, it is necessary to make a Little Journey through the Heart of the Great Northwest over the tracks of the Northern Pacific Railway. ¶ This trip is an eye-opener, no matter *how* traveled and blase the sojourner. ¶ The Northern Pacific extends into or through the great States of Wisconsin, Minnesota, North Dakota, Montana, Northern Idaho, Washington and Oregon. ¶ I have friends who have been to Europe six and eight times, yet have never been West of Chicago. It reminds me of the man who set about editing Homer after reading the first three books of the Iliad! ¶ The Northern Pacific Railway runs through the greatest stretch of country under the sun—the land between the Head of the Great Lakes, the Upper Mississippi Valley and the North Pacific Coast. It extends through some of the most impressive natural scenery the world has to offer—think of it!

The young man just looking life in the face—or his Dad, either, for the matter of that—should make a bee-line due Northwest, and work out his salvation in the finest country God ever made. ¶ There are millions of fertile acres lying fallow and millions of men are needed—the Farmer, Merchant, Mechanic, Manufacturer, Professional Man—and their wives—all are wanted. ¶ The Northern Pacific Railway operates four through electric-lighted passenger-trains, daily, and three through fast freights. The Dining-Car Service on the Northern Pacific is unsurpassed. The Managers of the Road take particular pride in this department of the service. They own and control their own poultry and dairy farms, and their own butcher-shops in Seattle and Saint Paul. The Road is famed for its *Great Big Baked Potatoes*, one of which is enough for a whole family. Eggs, milk and cream are fresh and wholesome, and the whole service is in strict accordance with the all-around high standards of this wonderful Road.



Write for folders and detailed information about the Northern Pacific Railway, and the Great Northwest. Then make a Little Journey to the Land of Fortune and see for yourself!

Northern Pacific Railway Saint Paul

A. M. CLELAND
General Passenger Agent

L. J. BRICKER
General Immigration Agent

THE GREAT MOGUL

The best time to get after a fire is before it starts

THERE were more than one hundred forty-five thousand fires in the United States last year, resulting in losses reckoned at approximately three hundred millions of dollars. Also, close to seven thousand lives were lost by fire, and on these lives it is not possible to put any definite valuation. A human life is priceless.

¶ Most fires could be checked with neatness and finesse if there were a Mogul Chemical Fire-Extinguisher handy.

¶ Sulphuric acid and bicarbonate of soda (and water) form a chemical combination that will quench the fiercest flames inside of two minutes, and experienced Fire-Fighters declare that the first five minutes of a fire are the ones that count. Even the most efficient Fire Department rarely looms large in the offing within the first five minutes. Here's where the Great Mogul makes good.

¶ Every manufacturing plant, warehouse, dock, store, country estate, farm, school, college, hospital and private residence should own a Mogul and have it, standing ready, primed for instant service. Fire-Insurance is a great thing—no doubt about it—but Insurance against Fire is a better, and the Mogul is it. **WRITE FOR CATALOG, PRICES AND TERMS.**



The Mogul Chemical Fire-Extinguisher

MOGUL FIRE-EXTINGUISHER COMPANY Cincinnati, Ohio, U. S. A.

Why not mention THE FRA when writing to advertisers?

FULL-SKIN
PILLOW



Price, \$5.00

TABLE-COVER IN COLORS

To match all pillows



Price, \$2.00

Pillows & Table
Covers for a
College Girl's
Christmas 

Pillows for college rooms are not a luxury—they are necessary—but Roycroft Leather Pillows are a luxurious necessity. The full-skin pillow is 20x20 inches, the two complete sheepskins being laced together untrimmed.

Price, \$5.00



Price, \$6.00

LACED-EDGE
PILLOWS

The colors are brown, tan, green, red and gray. The Laced-Edge pillow is also 20 x 20 inches. The edges are trimmed and laced over. The corners are finished with leather tassels.

Price, this style, \$6.00

THE ROYCROFTERS
IN EAST AURORA, NEW YORK



Christmas Cards



THE ROYCROFTERS have made some Christmas Cards that will cheer your heart and gratify that eternal desire for something for Christmas that every one else has not. They are made on special sizes of hand-made paper, Italian import, and have some nice Christmasy pictures printed on them in holly red and green. We have n't tried to write your greeting. We have left the space for you to write your own. We designate the styles as follows:

- The Christmas Kiddies*
- The Holly-Spray*
- The Christmas-Tree*
- Kriss Kringle*

Price of cards with envelopes to match is five cents each.

The Roycrofters
East Aurora, New York



Christmas Candy



NO FEAST is complete without sweets, and Christmas without candy would not be Christmas.

The Roycrofters have special Holiday boxes of their famous Pecan-Patties. These patties are made of pure maple-syrup and fresh pecan-nuts. The combination is a wholesome and delicious confection for all ages. Our special box will be shipped postpaid to any address for \$1.00. A dainty Christmas card, bearing your name, will be enclosed, if you so request. Orders should be placed early and delivery at the proper time is assured.

The Roycrofters, East Aurora
Erie County, New York

Bound Volumes of The Fra



THE back numbers of *The Fra* contain untold treasures. The contents of each number are of more than passing interest. The subjects are handled in masterly fashion by thinking men and women. Mr. Hubbard's editorials, alone, make each number a magazine to be hoarded. We have a few bound copies of the First Eight Volumes. These are \$3.00 each.

Bound Volumes of The Philistine



FOR seventeen years *The Philistine* has alternately plagued, puzzled, perplexed and pained or pleased its readers. Now the First Twelve Volumes, what few there are, are at a premium. We have a limited number of Volumes Thirteen to Thirty-four, which sell at \$1.00 each. Tomorrow they may be among the "rare" and "out-of-print" books.

The Roycrofters, East Aurora
Erie County, New York

Christmas Stationery



OUR new handmade paper was imported from Italy primarily for Christmas Gifts and Christmas Letters. The quality of letter-paper and cards is superior to any previously offered.

The colors are green, brown and white, in shades made only for The Roycrofters. The paper and envelopes have the four deckle edges which mark them as handmade paper.

The cards are 3 3/4 x 6 inches
The paper is 6 x 7 1/2 inches

Price for cards or writing-paper, postpaid to any address, \$1.00 a box.

The Roycrofters, East Aurora
Erie County, New York

\$1475

Overland
1913

\$1475

Completely Equipped

F. O. B. Toledo

MODEL 71 T

*Complete Electric
Lighting
Outfit, Generator
and Storage
Battery
Self-Starter
45-Horsepower
Q. D. Demountable
Rims and extra Rim
Timken Bearings
Center Control
Wheel Base 114
inches*

THE unusual equip-
ment and important
specifications of this
car at this price can but
only further impress upon
you the economy of pro-
ducing automobiles in
great quantities. This car
costs you 30% less than
all similar competitive
current values. An annual
production of 40,000 cars
is the sole reason.

Catalogue gratis.
Address Dept. 12

MODEL 71 T

*Brewster green
body, ivory striped,
nickel plated and
dead black trim-
ming
Warner Speedom-
eter
Mohair Top and
Boot
Clear Vision Wind
Shield
Prestolite Tank*

The Willys-Overland Company

Toledo, Ohio



Four
Lovely
Vases

Hand-
Wrought
Copper



HANGING FLOWER-VASE
Hand-Wrought Copper
Price, \$2.00



SINGLE-FLOWER HOLDER
Circular base, supporting
rods of copper
Price, \$2.00



SINGLE-FLOWER HOLDER
with square base and
flying handle
Price, \$2.00



A NEW SHAFT VASE
This good-looking
vase is 10½ inches high
The flare base is 6½ inches in
diameter
Price, \$5.00

The Roycrofters, East Aurora, New York

Desk Appointments of Hand-Wrought Copper

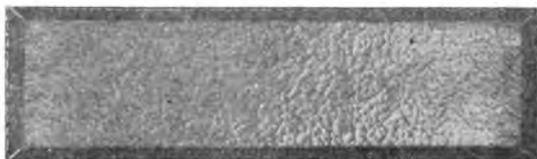
for Christmas Gifts



BOOK-ENDS, with Willow Design ; Price, \$4.00. Poppy Design ; Price, \$4.00



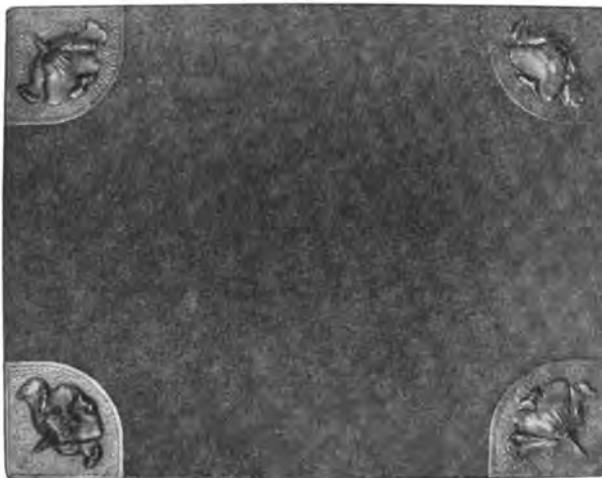
INKWELL ; Price, \$2.00



PEN-TRAY ; 3 x 10 $\frac{1}{4}$ inches ; Price, \$1.00



PAPER-KNIFE ; Price, \$2.00



DESK-PAD, with Copper Corners, Poppy Design ; Size, 19 x 24 inches ; Price, \$7.00. Desk-Pad, with Plain Corners, 16 x 22 $\frac{3}{4}$ inches ; Price, \$5.00.

The Roycroft Shop, which is in East Aurora, New York State

UNIGRAPH SHORTHAND

IT IS the most rapid readable system and the only system that can be honestly given in Seven Practical Lessons. It has The Only Complete Rapid Light-Line Alphabet and the best speed-making rules and combinations. Thousands have learned to write it, and so can you in a few weeks. Save time. Earn best pay. Send 10c now and 50c in 5 days or return booklets. No other system has an alphabet like Unigraph. Compare with others.

P Ch K F N R rr T t th S o Z o Y W
 B J G V M L ll D ndu Th c sh Oz h H, ng r
 LONG - a - e - i - o - oo - u - ur - aw
 SHORT - a - e - i - o - oo - u - ur - aw

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The Lamb School for Stammerers

Only natural, scientific methods used. Students speak perfectly natural under instruction, graduating in four weeks. No further work of any nature. Results absolutely permanent. Recommended by hundreds of grateful students. Catalogue free upon request.

1252 FRANKLIN ST., N. S., PITTSBURGH, PENNSYLVANIA

FOUND!

A WRITER of Red-blooded Follow-up Letters that Scintillate the Scarce, Strong, Sure, Six-Cylinder Selling-power! Write 'em!

Ad-Man DAVISON
 Waldheim Building, Kansas City



FRENCH—GERMAN SPANISH—ITALIAN

Is Easily and Quickly Mastered by the

LANGUAGE-PHONE METHOD

Combined with the Rosenthal Method of Practical Linguistry

This is the natural way to learn a foreign language. You hear the living voice of a native Professor pronounce each word and phrase. He speaks as you desire—slowly or quickly, night or day, for minutes or hours at a time. It is a pleasant, fascinating study; no tedious rules or memorizing. It is not expensive—all members of the family can use it. You simply practice during spare moments or at convenient times, and in a surprisingly short time you speak, read and understand a new language. The method has been recommended by well known members of the faculties of the following universities and colleges: Yale, Columbia, Chicago, Brown, Pennsylvania, Boston, Princeton, Cornell, Syracuse, Minnesota, Johns Hopkins, Virginia, Colorado, Michigan, Fordham, Manhattan, U. S. Military Academy, De La Salle, St. Joseph's.

Send for Interesting Booklet and Terms for Easy Payment

THE LANGUAGE-PHONE METHOD, 965 Putnam Bldg., 2 W. 45th St., New York



Elbert Hubbard

Banker

East Aurora, N. Y.

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You are invited to open an account

4% Interest Per Annum figured and added to the account

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All accounts are subject to check at any time

Ask me about my interest-bearing Certificate of Deposit for quiet accounts

Why Not Let Us Manufacture Your Patent?

WE Manufacture under Contract Dies, Tools, Models, Novelties, and Hardware Specialties. **¶** Parts Stamped and Formed from Steel, Tin, Brass, Copper, German Silver, Aluminum, etc., at almost bare cost of Material. **¶** If you have an Idea not Perfected, let us help you. We can Save you Trouble, Time and Money.

Arne Novelty Mfg. Co., Racine, Wis.
 16th and Mead Sts.



THE DAY'S WORK

C Once upon a time, only the subalterns and subordinates in a Business House were supposed to "ring in" and perform the clock-punching stunt.

The "dignitaries" connected with the concern strolled carelessly past the Time-Recorder, whistling softly to themselves and pretending not to see it. But the really Big Boys who are sawing wood and not saying much are not above using the Time Recording Machine.

Thomas Edison, I believe, is about the biggest man in Menlo Park, or anywhere else. At the Edison Laboratory in Llewellyn Park, West Orange, New Jersey, steady employment is furnished to five thousand desirable citizens.

These five thousand employees enjoy an eight-hour day. They ring "in" on an International Time Recording Machine at Eight A. M., and "out" at Five P. M.

And Edison himself sets the healthy precedent. The Wizard owns Card Number One. He rings "in" every morning—and three times out of five it's Dewy Morn again when he rings "out." Edison averages nearly one hundred hours of work a week, as contrasted with less than fifty for his employees.

John Paul Jones, when called upon to surrender, yelled back that he had not yet *begun* to fight.

Thomas Edison can't understand why eight hours should constitute a "day's work," if a man feels like more. By the time Edison has put in eight hours, he is just getting into the spirit of the thing—he has not yet *begun* to work. So, while he

concedes the point to his five thousand employees, he himself exceeds the speed-limit—with no danger of being pinched for doing it.

The International Time Recording Machine is a fixture in The Roycroft Shop. About five hundred good, resident Roycrofters—men, women, boys and girls—visit it twice a day. They do not object to the Time Recorder—rather, they approve it. It safeguards their interests and eliminates unnecessary explanations.

If you are on the job mornings a little ahead of the minute-hand and evince no undue haste to shake the dust of the place from your Jomos before the sound of the dismissal-gong melts into the ozone, the Recorder shows it. And the Old Man will most likely nod his head approvingly when pay-raise time rolls 'round.

The International Clock shifts the ribbon from blue to red at the beginning of the day's work, and from red to blue at its close. Thus the diligent draw blue records, while the dilatory get red ones indicative of danger.

Manufacturers everywhere are beginning to recognize the necessity of the Time Recording Machine, as a matter of eminent fairness to all concerned.

Also, in view of the recent York State Law, regarding the employment of women, children and minors, the Time Clock is an excellent arbitrator to have handy in case of need.

The International is the *only entirely automatic card time-recorder* made.

Its installation makes for peace, contentment and harmony, and puts the lid on disputes, disagreements, controversies and general unpleasantness.

Particulars will be furnished gladly.

The International Time Recording Company
of New York
Endicott, New York

Hand-Wrought Copper and Brass for Christmas Plants and Flowers



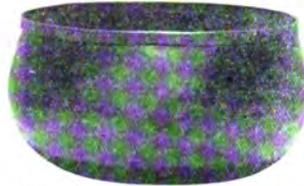
COPPER JARDINIERE

Diameter at top, 10 inches ; Height,
11½ inches ; Price, \$10.00



FLUTED-EDGE FERN-PAN
Made of Copper ; Price, \$2.00

Roycroft Copper Ware is distinguished by the deep burnished richness of its coloring



VIOLET-BOWL ; Price, \$2.00



MODELED-COPPER FERNERY
Conventional Design ; Price, \$6.00



BRASS JARDINIERE
Diameter, 12 inches ; Height, 11 inches
Price, \$20.00

The Roycrofters, East Aurora, New York

A Man's Gift



☞ This is a Smoker's Set of Hand-Wrought Copper.

☞ The set consists of a Tray 10 inches long, Tobacco and Cigar Holders, Ash-Receiver and Match-Holder. The Match-Holder is stationary. The cups fit into the Tray. The different parts are nicely proportioned, and the set is of genuine worth and service.

☞ This set as a Christmas Gift will give comfort and real pleasure to a man.

☞ The price is \$10.00.

THE ROYCROFTERS, EAST AURORA, N. Y.

A Nut-Set of Hand-Wrought Copper



☞ The individuality of this Nut-Set appeals at once to the mistress of household feasts.

☞ Make this one of your gifts to the established housewife or young matron.

☞ The set consists of Bowl, Six Plates, Six Silver-Tipped Picks and Nut-Spoon.

☞ The coloring of the copper is a rich burnished red. The set is a most happy combination of beauty and usefulness.

☞ The price is \$10.00.

THE ROYCROFTERS, EAST AURORA, N. Y.

Hand-Wrought Copper Match-Holder



☞ This combination Match-Holder and Ash-Tray is a sturdy piece of workmanship from The Roycroft Copper-Shop. ☞ It is a practical and handy accessory for library, office or dining-room. ☞ The price is \$2.00. ☞ The Roycrofters make an Ash-Tray of Copper, 5 inches square with studs to hold the cigars. ☞ The price of this Tray is \$1.00.

THE ROYCROFTERS, EAST AURORA, N. Y.

Crumb-Tray and Table-Scraper



☞ This useful article is of Hand-Wrought Copper.

☞ It will delight the heart of the housewife, as it has both beauty and usefulness.

☞ There is no design, but the loving marks of the craftsman's hammer are a decoration in themselves.

☞ The Crumb-Tray measures $3\frac{3}{4}$ inches. The Scraper is in proportion.

☞ The price of this serviceable set is \$3.00.

THE ROYCROFTERS, EAST AURORA, N. Y.



"The Crowning Attribute of Lovely Woman is Cleanliness"

THE WORD "NAIAD"

THE Greeks were a highly imaginative folk. They peopled earth, sea and sky with gods, goddesses, nymphs, fairies, fauns, satyrs and naiads. ❑ Naiads were nymphs supposed to inhabit lakes, rivers, springs and fountains. They were thus associated, in the mind of the Greek, with pure, limpid water, crystal-clear. ❑ The crowning attribute of lovely woman is cleanliness, and cleanliness is Beauty. ❑ The woman who is clean, sweet, wholesome, lovely and lovable is also beautiful—and this is the woman whose wardrobe is not complete without Naiad Dress Shields. ❑ Naiad Dress Shields carry a subtle suggestion of all that is cleanly, refined and refreshing. ❑ Naiad Dress Shields are dainty pieces of lingerie for dainty ladies. ❑ They are made of material derived from a tropical plant. No rubber is included in their make-up—hence they are absolutely free from odor. They are hygienic, sanitary, scientific, anti-septic, sensible, indispensable. They're healthful and refreshing to the most delicate skin. ❑ Naiad Dress Shields are quickly and easily sterilized by a few seconds' immersion in boiling water, and can be pressed

with a heated iron at a moment's notice. ❑ A guarantee accompanies each and every pair. Naiad Dress Shields are sold at most stores, or you can purchase them by mail for 25 cents a pair. ❑ Send for the exquisite colored reproduction of this characteristic drawing by Coles Phillips, on heavy paper, 10 x 12 inches. It's yours for a dime.



Reg. U. S. Pat.

The C. E. Conover Co., Mfrs., 101 Franklin Street, New York

Phondate



Sterile Phone Guards

THE PHONDATE AND THE "BULL MUSE"

WHEN Elbert Hubbard—the aboriginal "Bull Muse"—wrote us voluntarily, and recently, too, "I am a firm believer in the efficiency and all-round usefulness of the Phondate," we called that "some" recommendation (for the Phondate is not unknown in Roycroft); but when we added to this that last month's orders for Phondates from the United States Steel Corporation numbered about one thousand telephone sets for use in their headquarters and plants, we decided that we had a dual recommendation that would be difficult to match. This is the Age of Sanitation, and every *worthy* addition to the increasing list of modern hygienic practises is welcomed and adds its quota to the comfort and longevity of the human race. ❑ Telephone Sanitation is now occupying the attention of careful, clean, right-living people of refinement. You can scarcely think of a more dangerous place to contract or communicate disease than at the promiscuously or publicly used telephone. Because the dreaded germs of consumption, pneumonia, spinal-meningitis, tonsillitis and other common diseases are contracted through the mouth and nose, the unprotected telephone-mouthpiece is placed on the criminal index.

And lo! The Hygienic Phondate is at the top of the list: no germs—no nauseating foulness—it does the work for which it is intended without fail—in fact, the "Hygienic" is the only successful and meritorious device of the kind in existence.

In every place where Phones are used, the Phondate is a necessity. It eliminates washing and sterilizing mouthpieces, and assures perfect sanitation combined with a marvelous acoustic quality that absolutely leaves nothing to be desired. For this reason we are equipping large and small concerns with the Phondates as fast as we can get to them.

The Phondate is a simple, attractive attachment that can be

fitted on any 'phone-mouthpiece. It consists of sensitive, daily-dated sheets, chemically treated, and put up in an aluminum box, with nickeled holding-ring. It is mechanically perfect, and satisfaction is assured or price will be refunded. You need it, and will ultimately get it. Why not now?

The Cost is One Dollar per set. Two Sets to one address \$1.75. A Set is an outfit for one telephone for one year, from date of purchase. Discounts to large users on request. The Phondate for 1913—a unique and sensible New Year's gift for an office friend. We will mail it direct with your wishes of the season. Send your order next mail.

THE HYGIENIC PHONDATE CO., 412 COLTON BLDG., TOLEDO, OHIO

Representatives Wanted

Quoth the Raven, "Oster-Moor"



"O Sleep, it is a gentle thing, beloved from pole to pole."



THE ROYCROFT INN is known to quality folks everywhere as a place where mental and physical relaxation are to be had in right proportions. Good old-fashioned meals are the order of the day—the kind that mother would have served if she had known how.

There is no music at meals—no bar—no barber-shop.

But there *are* broad, thoughtful verandas, shade-trees, flowers, stationery, made Roycroftie, pleasant walks and talks, and things to do. Also, there's the merry medicine-ball, the wood-pile, the picturesque old well-sweep, and at night, when bedtime comes and the crickets, that choir invisible, begin their cheerful chant, a special Ostermoor Mattress in every room in The Inn. Talk about Morpheus! An Ostermoor Mattress has him beaten to a frazzle!

Now you know why The Roycroft Inn is so popular with good Roycrofters-at-Large, who make it their headquarters whenever they happen to be within a Sabbath Day's Little Journey of Sun-Up. ¶ If The Roycrofters knew of a better mattress than the Ostermoor, they would buy it. The Ostermoors in The Roycroft Inn are the five-inch brand, with the Imperial Rolled Edge covered with brown linen. The Ostermoor Mattress is the best mattress brains and skill can produce—and money can buy.

You don't have to mortgage the Baby's Bed when you buy an Ostermoor. A high-priced Ostermoor costs only Eighteen Dollars. And when you reflect that you are purchasing solid satisfaction to be enjoyed for thirty or forty years, at the rate of eight hours out of every twenty-four, Eighteen Dollars seems a measly pittance to recompense such loyal service. ¶ The Ostermoor people have been making these magnificent mattresses for nearly threescore years. A good many of them have been giving efficient service for more than a generation, and are in as prime condition now as the day they were bought. ¶ There's a 144-page book, "The Test of Time," that tells all

MATTRESSES COST

Express Prepaid

Best Blue & White Ticking

4'-6" - 45 lbs. \$15.00

4'-0" - 40 " 13.35

3'-6" - 35 " 11.70

3'-0" - 30 " 10.00

2'-6" - 25 " 8.35

All 6 feet 3 inches long.

In two parts, 50c extra.

Dust-proof, satin-finish

Ucking, \$1.50 more.

French Mercerized Art

Twills, \$5.00 more.

about sweet sleep, sound slumber, mattresses in general, and the Ostermoor in particular. Send for it and find out about that 30-day proposition by which you can sleep on an Ostermoor for a straight month, and get your money back, if you need it. ¶ 'Way for the Ostermoor!



OSTERMOOR & COMPANY

Established 1853

182 Elizabeth Street

NEW YORK

Canadian Agency—Alaska Feather & Down Co., Ltd., Montreal

Why not mention THE FRA when writing to advertisers?

TO ALL PRIESTS



It is a deplorable fact that a large number of Catholic parents take their children from the Catholic school and send them to the public school as soon as these children have made their first communion. In view of the repeated and earnest admonitions of the highest authorities in the Church on the grave duty of parents to leave their children under Catholic educational influence, that is, in Catholic schools, as long as possible, it is almost impossible to understand the sinful levity of such parents and their open defiance of the laws of the Church.

¶ Their action appears still more criminal when earnest Christian believers outside of the Catholic church all over the United States begin to call loudly for religious and moral instruction in the public schools as the only means of counteracting the growing loss of positive religion, and with it, as a necessary consequence, the loss of moral principles and habits among the youth of the country. How can Catholic parents, in the face of all this, find any excuse good before God and conscience for taking their children from the Catholic school and thus depriving them of the direct and strong influence of Christian faith and grace which alone can form them into good Christians and good citizens alike?

¶ There is absolutely no excuse except where parents are deprived of the opportunity and blessing of a Catholic school or where the children have already passed through all the grades of the Catholic school and wish to continue further studies. The crazy notion of some parents that their American citizenship demands to have their children attend the public school, as if our Catholic schools were not American, or the positively anti-Christian idea that the minds and hearts of their children will profit ever so much more by going to the public school, although the loss of fuller and deeper religious training, are most assuredly no excuses whatever.

The matter becomes of greater importance still at present when so many of our children are now admitted to first holy communion when they are still in the sixth or even the

fifth grade in school. How utterly subversive of all the principles and rules of the Church on the Catholic education of children if Catholic parents were allowed to take their children from the Catholic schools on the plea that they have made their first communion! And yet there are Catholic parents so entirely devoid of every sense of their responsibility for the spiritual welfare of their children, and so utterly disrespectful to all ecclesiastical authority, that their ridiculous and foolish plea stands for them in good season.

Hence, in order that the priests of the diocese as well as Catholic parents may clearly know their duties, we ordain as follows:

1. In regard to sending Catholic children to Catholic schools, the laws of the third plenary council of Baltimore must be fully observed. Exceptions can be allowed only, as there stated, by episcopal authority.
2. Catholic parents are bound to send their children who have made their first holy communion to the Catholic school until these children have passed through all the grades of the school, unless they are sent to a Catholic college or academy.
3. Catholic parents disobeying these rules, when not properly excused by the bishop, commit a grievous sin and can not receive the sacraments of the church.
4. Catholic children going to public school will not be admitted to first holy communion and holy confirmation, unless they have regularly attended the preparatory special instructions for these sacraments and passed a satisfactory examination in catechism.
5. As regards holy confirmation, the rule of this archdiocese demands that no child under twelve years of age be admitted.

You are now kindly requested, Reverend dear Sir, to read the foregoing at all masses on Sunday, and again to explain the reasons why the Church must insist above all on the Christian education of her children and why Catholic parents are bound to obey her laws. Should any case of renitence occur in your parish, please refer it to me with a full statement of all the circumstances involved.

S. G. MESSMER

Archbishop

Milwaukee, Wisconsin,
September 20th, 1912.

And this is 1912!

We have a farm of 500 acres—also shops—where our boys learn to be self-respecting and self-supporting. The Roycroft School for Boys.

Cases of Modeled Leather Planned for Travelers

Christmas Gifts for the Voyager

Necktie and Cuff Case



Price, \$12.00

This Case will accommodate a goodly supply of ties and cuffs. There is also a safe and convenient place for carrying scarf-pins.

Size, closed, 6 x 15 inches.

Manicure-Case

The Manicure-Case is made of Spanish Cowhide and is lined with ooze-morocco. Open, the case is 6 x 10 inches; closed, $3\frac{1}{2}$ x 6 inches. The instruments are the best imported cutlery, and they are chosen with a view to service.



Glove-Case



Price, \$15.00

Price, \$10.00

The Glove-Case is made of English Calf, lined with green ooze-morocco. The design is the Nasturtium. The Case, closed, measures $4\frac{7}{8}$ x $13\frac{3}{8}$ inches.

Handkerchief-Case

It is always a problem to know just how to carry enough kerchiefs and how to keep them fresh and unrumpled in the crush of the suitcase or traveling-bag. This leather case was designed specially for the traveler's need. In it you can carry twelve or eighteen handkerchiefs. It also serves as a dainty dressing-table accessory.



Price, \$5.00

THE ROYCROFTERS

East Aurora, N. Y.

Roycroft Christmas Catalog is now ready. Sent on request.

ONE CITY IN A THOUSAND

By ELBERT HUBBARD

Happy is the man who recognizes Opportunity when it bumps into him.



DO not believe in waiting for things to "turn up," like our old College Chum, Wilkins Micawber. I take off my hat to the man who jumps in and creates his opportunities — who makes things happen, where before there was nothing doing. ¶ Today a young man has more golden opportunities handed to him on an asbestos platter than ever before. But there are opportunities and — OPPORTUNITIES. ¶ I have traveled up and down the country a good bit in my day, invariably on business bent, but always with a view to improving the passing hour and "seeing America first." ¶ In this way I have sized up villages, towns, cities and men, and sat in secret judgment on them. I have journeyed from Newfoundland to San Diego, from Alaska to the Panhandle — and back again. ¶ Some of these places appealed to me tremendously. I recall them with distinct pleasure. For the happiness you get out of life is in direct proportion to the amount of mixability included in your make-up. ¶ But in all my peregrinations (and they have been many and devious) I have breezed into but one or two places that I would like to make my home. ¶ At my time of life it is useless to indulge in vain regrets — and this is not a regret. But if I were a young man, setting out to win my way in the world, I would follow Horace Greeley's famous counsel, and turn my face toward the West. And I would go Horace one better — I would go Northwest, and stop when I got to PORT MANN. ¶ I would buy land in PORT MANN, develop it, and grow up with the place. Certain men are today investing good money in PORT MANN holdings, who in ten years' time — a dozen, at the most — will be millionaires. ¶ The element of uncertainty which necessarily attends the birth of cities is practically eliminated in PORT MANN. It is a negligible quantity. ¶ For while there can be a thousand towns on the Canadian Northern Railway, there can be but one Pacific Terminal City — and PORT MANN is it. Think, for a minute, just what that means! ¶ Now you see why PORT MANN is a City of Certainties and Boundless Opportunity. And not only is PORT MANN the Pacific Terminal of the Canadian Northern Railway. It is the last Transcontinental Terminal available on the North American Continent. PORT MANN will take its proud place with New York, Boston, San Francisco, Seattle, Portland, Tacoma and Vancouver. ¶ PORT MANN'S future is as sure as the present high cost of living. The world is being made over. Twenty-five years hence the Pacific will be the great Ocean of Commerce. ¶ China is stretching and rubbing her slant eyes, like the gigantic infant that she is. Japan is already far more Occidental than Oriental in character. The rugged Russian bear is rousing himself from his long lethargy, and India, with its incalculable hordes of brown men, is in the line of Evolution. Then, too, there are the Hawaiian Islands and the Philippines. And don't forget the Panama Canal. ¶ I expect to live long enough to see PORT MANN a great, prosperous, thriving city of one hundred fifty thousand inhabitants, carrying on a World Commerce, engaged in International Enterprises — the Capital of an Empire. ¶ And so, I say to the man or woman with even as small an amount as \$250 to invest, PORT MANN should be your investing point. ¶ Nothing short of sickness or the sheriff should stop you. ¶ Land values in PORT MANN at the present time are unsurpassed. But think what they will be ten, fifteen, twenty years from now! PORT MANN offers advantages that will never again be duplicated. ¶ The terms are one-fourth down, balance in five semi-annual payments, with interest at six per cent. ¶ Write today for free maps, literature, price-lists, and other information, to

CHAS. S. MEEK

Authorized Sales Agent for Official Railway Property in PORT MANN
518-520 Pacific Building, Vancouver, British Columbia, Canada

Why not mention THE FRA when writing to advertisers?

"The Velvelour"

Something Different

Fashion whispers: "Velours!" Keen dressers are choosing "The Velvelour" to be apart from the "crowd." "The Velvelour" is originated and sold only by us. Of finest velvet velour; silk-serge lined. Three colors: Dark Brown; Dark Gray; Black. Same hat imported costs \$3. We charge \$2 PREPAID. Money back if you don't like it. Order now—simply state size and color, and enclose \$2. Write for "1912 Fall Style Book"—FREE.

FRENCH CO., 279 Arch Street, Philadelphia, Pa.



AMERICA'S Foremost Fur House

WHEN Ernst Albrecht set up shop in St. Paul in 1855, he obtained all his furs direct from the trappers of the Northwest. ¶ Fra Albrecht is still doing business at the old stand, and after a lapse of nearly sixty years, is still getting his furs straight from the trappers. The finest of these pelts are made up into furs that gladden the hearts of discriminating women America over.

Here, for example, is Albrecht Model 119 and Animal Muff, made up in Natural Lynx Cat, with soft Messaline silk lining. The price of this set is \$50.50.

E. Albrecht & Son are engaged in a country-wide mail-order business that is perfected to the point where chance and uncertainty are discarded.

Otto E. Albrecht, the "Son," devotes his entire time and attention to the mail-order end of the business. His extensive knowledge and expert judgment relieve the buyer of all possible anxiety on the score of satisfaction.

"Fur Facts and Fashions," the new Albrecht Catalog for 1912-13, is an exquisite 68-page booklet picturing and describing thousands of beautiful Albrecht furs, and containing valuable advice regarding their selection and care. On receipt of four cents in stamps, a copy will be forwarded to you. Ask for Catalog No. 25.

References: Any Bank or Mercantile Agency.

E. ALBRECHT & SON

Established 1855

SIXTH AND MINNESOTA STREETS
STATION "P," ST. PAUL

**THE SERVANT IN THE HOUSE**

HERE can be no better Servant in the House than the Hoover Suction Sweeper. ¶ This practical helpmate combines all the virtues of broom, carpet-sweeper and vacuum-cleaner.

¶ The folks in The Roycroft Inn say they would n't be without the Hoover if it cost twice what it does. ¶ In point of service, durability and efficiency, the Hoover is the best thing for the carpet on the market, and with reasonable care will last a lifetime. ¶ Send for booklet and be convinced.

THE HOOVER SUCCTION
SWEEPER COMPANY

Dept. "F," New Berlin, Ohio

**Swine and Super-Swine**

GOOD old Winter-time is coming, with snow and ice, Boreal blasts, and ravenous appetites. Winter is well worth while, if only for those appetizing breakfasts, with great heaps of rich, golden-brown buckwheat-cakes and maple-syrup, juicy ham, crisp thin slices of bacon, and luscious sausages.

Out in Austin, Minnesota, George A. Hormel started making the famous Dairy Brand Products back in Ninety-two. Business was unpretentious the first year or so, but Hormel's Dairy Brand Hams and Bacon were quite a little better than anything folks in Minnesota had ever tasted before. Pretty soon it was a case of "Let George do it," and George has been doing it ever since, ably aided and abetted by various friends, relatives and allies.

People who have eaten Hormel's Dairy Brand Hams and Bacon are never satisfied to try something supposedly "just as good." And when you have eaten Dairy Brand Products, you will appreciate their mental attitude.

Hormel is a stickler for cleanliness and

sanitation. Hormel's hogs are Super-hogs. They are fed, fattened and fatted under conditions the most sumptuous and sanitary. Then, they're killed, cured (strange to say), and shipped.

The curing process is one of the secrets of Hormel Perfection. The Hormel system admits of no short cut in curing. Hormel's Hogs are a long time recuperating.

If your dealer does not have Hormel's Dairy Brand Hams and Bacon, your mail orders will be given prompt and satisfactory attention, shipments being made by express, F. O. B. Austin, upon receipt of draft \$ 2.

Hormel's Dairy Brand Bacon brings 30c the pound, Dairy Brand Hams 20c the pound. Upon receipt of draft or money-order for \$5.00, Hormel Himself will ship you a whole Dairy Brand Ham and a fitch of Dairy Brand Bacon.

Dairy Brand Pork Sausage sells at 25c the pound, F. O. B. Austin.

Write today for booklet tintured with tantalizing aroma of the Dairy Brand Products. Let George do it—Now!

GEORGE A. HORMEL & CO.

Main Office and Packing Plant

AUSTIN, MINN., U. S. A.

Why not mention THE FRA when writing to advertisers?

Candleholders of Hand-Wrought Copper for Christmas Gifts

These are gifts that will please the home-maker, as they add a distinctive touch to any room and are of practical use.



Combination Taper
and Ash-Tray
Price, \$2.00



A New Sconce

This measures $5\frac{1}{2}$ in. at the
widest part and is 13 in. high
Price, \$3.00



Sconce with modeled
design. Height, 10 in.
Price, \$2.00

Same size without
design. Price, \$1.50



The Colonial Candleholder
Price, \$2.00



Tulip Taper
Price, \$2.00

The Roycrofters, East Aurora, N. Y.

Roycroft Christmas Catalog is now ready. Sent on request.

AN AMERICAN BIBLE

With an Introduction by Alice Hubbard



Price, \$5.00

THE dignity of this book deserves a dignified and beautiful binding. It is fitting that the thoughts of the Great Americans should be gathered into a typically American book.

¶ This was our aim in making this edition of *An American Bible*.

THE ROYCROFTERS, EAST AURORA, NEW YORK

THE LAW OF LOVE

By Bill Reedy



Price, \$2.00

THERE are greater books, there are wiser thoughts, perhaps there are books with more charm; but there is only one book that bears the mark of the genius of William Marion Reedy.

¶ That book is *The Law of Love*.

THE ROYCROFTERS, EAST AURORA, NEW YORK

ONE THOUSAND AND ONE EPIGRAMS

Taken by Stealth From Elbert Hubbard



Price, \$2.00

THIS book was offered to the discerning just a year ago. There were more such than we knew. The books are nearly all sold. *One Thousand and One Epigrams* is a good gift-book, it suits many needs.

THE ROYCROFTERS, EAST AURORA, NEW YORK

THE MINTAGE

Twelve Short Stories by Elbert Hubbard



Price, \$2.00

THESE are twelve simple stories of the life of friendly, human folk gathered from the mass of Mr. Hubbard's writings, by a loving and understanding hand, for those who thrill at the charm of a real story.

THE ROYCROFTERS, EAST AURORA, NEW YORK

We teach boys to work—The Roycroft School for Boys at East Aurora, N. Y.
Write for catalog.

KNOX-THE HAT HIGHER UP



K James McNeill Whistler once sued John Ruskin for one hundred pounds damages. Ruskin, it seems, had said that "throwing a pot of paint at a canvas was not art." And then he named Whistler as the man who had flung the paint. When the case came to trial and Whistler was on the witness-stand, he was shown a certain canvas at which he had "flung a pot of paint." "What did you receive for this picture?" "One hundred pounds," said Whistler. "How long did it take you to paint it?" "One day." "What! Is your time worth one hundred pounds a day?" "Not exactly," said Whistler, with a careless yawn; "but it took me twenty-five years to get ready to paint a picture like that in a day." It did not take Knox a quarter of a century to learn how hats should be made, but it took several years. When Mr. Knox embarked in the Hat Business, three-quarters of a century ago, he made hats just as well as he knew how. And Knox Hats of the Mintage of Eighteen Hundred Thirty-eight were the best hats men could buy. Men of judgment, discretion and ability, the men who were doing things and molding public opinion, all patronized Knox and wore the hats he made. So, it was not long before the Knox Hat was universally accepted as the criterion of quality and service in hat-making. Knox Hats are still made just as well as human skill and integrity can make them. The Knox Hat still finds favor with the "men higher up," and those who aspire to be. You can walk into any first-class retail shop in the United States and say "Knox," with the knowledge that that one word will tell the whole story. "Knox" means Comfort, Happiness, and the consciousness that you are correctly attired, at least so far as your Bump of Mentality is concerned. The best is what you want—and deserve—get a Knox!

KNOX, HATTER NEW YORK

RETAIL STORES

452 FIFTH AVENUE, COR. 40TH STREET

196 FIFTH AVENUE, NEAR 23D STREET

DOWNTOWN STORE: 161 BROADWAY—

SINGER BUILDING

MANUFACTORY

GRAND AND ST. MARK'S AVENUES

BROOKLYN, N. Y.

ESTABLISHED 1838

WHOLESALE

DEPARTMENT

452 FIFTH AVENUE

(SIXTH FLOOR)

Why not mention THE FRA when writing to advertisers?

JONES

DAIRY FARM

SAUSAGE

PERHAPS our business is "commercialized." If so, it has been "commercialized" for twenty-five years.

Our idea has always been to get just as many people as possible to eat our sausages, so we have made them just as good as we knew how, and the way people have liked our sausages makes us believe that we know how pretty well.

The Jones "know how" is a simple sort of thing, something like what Emerson meant when he said, "There is a best way to do everything, even if it only be to boil an egg." We use the choicest young pig pork, and to insure purity we grind our own spices. Orders are made up and shipped the same day received, and the whole Jones family is on the job to see that they are made just right.

Your dealer should be able to supply you—a "standing order" is the best way. If he is not, remember that we fill orders direct by express. Ask your dealer about our hams, bacon, lard and maple syrup. We can give you this and other interesting information if you write to us for it. We shall be glad to get your letter.

Milo C. Jones, Jones Dairy Farm

Box 622, FORT ATKINSON, WISCONSIN



*The Farm
in Winter*

Why not mention THE FRA when writing to advertisers?

Hand-Wrought Copper Trays

Some Christmas Suggestions



15½ inches diameter

Price, \$6.00

FLUTED-EDGE TRAY



6 inches diameter

Price, \$1.00

FRUIT-TRAY



7½ inches diameter

Price, \$1.25

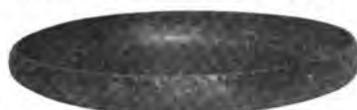
SERVING-TRAY



12 inches diameter

Price, \$3.00

TURNUED-EDGE TRAY



5¼ inches diameter

Price, \$1.00

THE ROYCROFTERS
EAST AURORA, NEW YORK

The Second Year of The Roycroft School for Boys opened September 15th.
Write for catalog.

Modeled-Leather Table, Vase and Lamp Mats

A New Design
The Dragon-Fly
 This design is made only in mats 22 inches in diameter
 Price, \$10.00



The *Moth* Design also is made only in the Library-Table Mats, which are 22 inches in diameter
 Price, \$10.00

Price, \$10.00

Lamp-Mats

Conventional Rose Design



Price, \$5.00
Vase-Mats

The prices of these mats vary according to the diameter

- 20-in. mats, \$7.50
- 18-in. mats, 5.00
- 15-in. mats, 3.50
- 12-in. mats, 2.25
- 10-in. mats, 1.75
- 8-in. mats, 1.25



Price, \$2.25
Lotus Design



Price, \$2.25

THE ROYCROFTERS
 East Aurora
 N. Y.



Price, \$3.50

We have the equipment, and we have the teachers. The Roycroft School for Boys at East Aurora, New York.

Renovate Your Worn Silverware With VOLTITE



EVERYTHING King Midas touched turned to gold. But Midas and his famous "touch" are the airy-fairy fictions of a poet's fertile fancy, while Voltite is a pleasing reality. ¶ Voltite is an electroplating powder, heartily endorsed by the scientific world — a practical labor-saving device that brightens every home. ¶ By the use of Voltite it is possible to deposit gold, silver, platinum, nickel, tin and other metals on any metal article. ¶ This deposit can be built up to any thickness desired, and will endure practically indefinitely, but this depends on the amount of powder used. ¶ Voltite powders contain only pure metal. They therefore deposit a real metal layer that will not corrode, tarnish or flake off. ¶ The utter simplicity of the process involved in applying Voltite commends its use to every woman who takes genuine pride in the appearance of her household utensils. ¶ A can of Voltite Powder, a piece of cloth, some clean water — and there you are. Tableware that is in constant use, year in and year out, must inevitably become tarnished and unsightly, and hence, unsanitary. ¶ Silver Voltite Powder is now reduced from \$1.00 to \$.50. One can of this Silver will probably suffice to replating with a substantial coating of pure silver, the worn parts of all the silverware in your home. ¶ If you want the exposed metal surfaces in and around your home to look bright, new and attractive, you can not afford to be without Voltite. ¶ There are literally hundreds of ways in which Voltite will save you time, trouble, worry and money. If you will write to us, we will gladly tell you some of them. ¶ Ask your jeweler, druggist, grocer or hardware-dealer for Voltite. If they can not accommodate you, send \$3.00 for a sample bottle of Gold Voltite; or \$.50 for a sample can of Silver, Nickel, Knife or Tin Voltite. ¶ One minute's interview with Voltite will convince you of its intrinsic worth

AMERICAN VOLTITE CO.

Dept. F. H., 225 West 39th Street, New York City

and under his skilful treatment details or statistical material take on a fascinating interest. Moreover, the author's thorough knowledge of his subject, together with his spirit of fairness evident throughout, make a very favorable impression and enlist the sympathy of the reader from the very start.

The author frankly states his intentions in the following words: "I do not seek to detract from the mission and influence of the Church. It has been built up by sacrifices and nurtured for centuries by the best thoughts and emotions we possess. It has been adorned by the highest beauty of art, and her greatest

✱ HAVE lately been reading at odd times and sundry from a book entitled, *Primitive Christianity and Early Criticisms*.

It is a work of genuine worth and much searching criticism, playing up the shallowness of the claims of institutionalized Christianity to a supernatural origin. It is written by my good friend, A. S. Garretson, Chairman of the Section of History and Archeology of the Sioux City Academy of Science and Letters. Professor Garretson has the true literary touch,

work is yet to be done. ✱ This will come when she shall have turned her back on the mysticism and follies of her youth and given attention to moral and intellectual work. The supernaturalism and mysticism of Christianity, inherited from the Temples, belong to dreamy orientalism. These form no part of ethics and are not necessary to religion."

Professor Garretson's book will go far toward brushing aside the cobwebs of dogma and superstition that cluster thick about all

A visit to Vantine's entails no obligations—you're welcome, whether or no.

institutionalized religions, and with these removed the real beauty of the shrine within will be revealed. He points out clearly and unmistakably wherein the Church has erred in the past, and what it must do to regain a foothold in the hearts of thinking men and women.

I heartily commend Professor Garretson's great work to the earnest consideration of all good Roycrofters.

EACH day it becomes more and more apparent that all questions in this country must be settled at the bar of public opinion. If our laws regulating large business concerns provide for proper and complete publicity, so that the labor of a concern will know what it is doing, so that the stockholders will know what is being done, and the public will have as much information as either, many of our present difficulties will disappear. In place of publicity being an element of weakness to a business concern, it will be an element of strength.—*George W. Perkins.*

You may be as orthodox as the Devil, and as wicked.—*John Wesley.*

CAPITALIZE YOUR PERSONALITY

HIS is an age of Efficiency, and Efficiency is simply another way of spelling Personality.

¶ Personality makes the world go 'round, and keeps the wheels of industries humming time-and-a-third. ¶ To possess Personality is to be one out of a million. Not to, is to be one of the million. ¶ Personality means power—lack of it, nonentity. It 's the difference between position and job—between salary and wages—between ten thousand a year and seven hundred. ¶ Personality is not necessarily cleverness, any more than education is intelligence. ¶ Personality without push is like education without ambition. ¶ Julius Caesar had Personality Plus. He was surcharged with it. He ruled Rome by the power of his Personality, and left to future ages the magnificent idea of Imperial Power. To Caesar we owe the words, "Caesarism," "Czar," "Kaiser." ¶ Napoleon possessed Personality. Soldiers died gladly if they thought the Little Corporal would speak but a word of praise or bestow an appreciative glance. ¶ Lincoln's Personality enabled him to encounter, with unflinching heroism, one of the greatest crises in history, and Lincoln dead united the North and the South as the living man perhaps could never have done. ¶ All truly great men and women have possessed piquant Personality. ¶ But everybody has Personality to a certain degree. It may be latent, undeveloped, but it is there, awaiting the sound of the magic flute—the divine spark to set it into life and motion. ¶ There 's a magazine that is entirely devoted to Personality, and that is its name. It tells you how you can harness this latent energy and make it serve you efficiently and well. It points you the way to that greater success which is surely yours, if you will it so. ¶ It does this by direct suggestions, little stories of others who have made good, bits of cheerful literature, and pointed paragraphs, all vigorous, alive, radiant with Health, Happiness and Prosperity, Uplift and Gladness. ¶ Personality will increase your breadwinning, salary-earning efficiency, because it deals with the real problems in your every-day life. ¶ If you toil with hand or brain, this is the one magazine you need. It 's worth a thousand a year to your business and more to your life. It is published monthly at one dollar a year. There is only one fault with the magazine—it should cost more. ¶ Fischer says if you can not get a Dollar's worth out of his magazine, he will refund your money.

Remit today—you win either way.

ARTHUR J. FISCHER

166 Huntington Ave., Boston, Mass.

For enclosed Dollar send me PERSONALITY for one year.

THEY are slaves who fear to speak for the fallen and the weak; they are slaves who will not choose hatred, scoffing and abuse, rather than in silence shrink from the truth they needs must think; they are slaves who dare not be in the right with two or three.—*Lowell.*

It is conceivable that religion may be morally useful without being intellectually sustainable.—*J. S. Mill.*

Unusual Bags of Modeled Leather for Christmas Gifts

We offer, this Christmas, three distinct types of hand-bags in modeled leather. The design for each style is especially suited to the material of which the bag is made and the use for which it is planned. The coloring of the leathers distinguishes these bags from any others which you will see. It gives each one individuality.

Every woman would delight in the possession of a modeled-leather bag bearing the Roycroft mark of distinction.



Price, \$3.50

A dainty, suitable bag for a young girl to carry. Modeled in Conventional design, laced edges, braided handle. Price, \$3.50.



Price, \$12.00



Price, \$30.00

The Christmas Special

In every way this exquisite bag is finer than any we have made before. The design, the material, the lining and the hand-wrought frame, designed especially for this bag, make the complete perfection which you desire in a beautiful gift. A tiger's-eye is mounted in the frame. The handle is hand-braided. There is an inside bill-pocket. The price is \$30.00.

Shopping-Bag

Modeled in Empire design. Size, 8 x 9 $\frac{3}{4}$ in. Lined with ooze-morocco. Has inside purse. Price, \$12.00.

THE ROYCROFTERS
East Aurora, N.Y.

Roycroft Christmas Catalog is now ready. Sent on request

Modeled-Leather Gifts of Cardcases, Bill-Folds and Purses

Cardcases



The Cardcases have two gusset pockets

Size, closed, 3 x 4½ in., \$2.00
Size, closed, 3 x 5 in., 3.00

Coin-Purse



Price, \$1.25

Gentleman's Bill-Fold



Price, \$10.00
Size, closed, 4 x 8½ inches
Size, open, 8½ x 8½ inches

The Gentleman's Bill-Fold has two Flat pockets and two Gusset pockets

Memo-Pad



Price, \$1.50

The memorandum-pad is supplied with two pads. More can be furnished upon request.

Ladies' Bill-Fold



Size, closed, 3⅞ x 4 inches
Size, open, 3⅞ x 8¼ inches

Price, \$5.00

THE ROYCROFTERS
East Aurora, N. Y.

Roycroft Christmas Catalog is now ready. Sent on request

The Newest HAYNES Model 22

Electric Starting and Electric Lighting



FRENCHMAN designed and built the first automobile. This was in Eighteen Hundred Three, and the man's name was Cugnot. He suggested that Napoleon use the machine in a military capacity, but the little Corporal couldn't see it that way, and Cugnot's contraption was shelved. It can be seen today in a Paris Museum, but you would never think of calling it an "automobile," and it is safe to say Cugnot was never "pinched" for exceeding the speed-limit. ¶ Just ninety years later, the first automobile of American make was evolved in Kokomo, Indiana. It was a Haynes. That's Ancient History, now. The thing to remember is that the Haynes was first in the field. Twenty years of industry, energy and skill have conspired to produce the Haynes Model 22, recognized by experts as a very triumph of automobile construction. ¶ But if the Haynes could point to its primogeniture as the only "reason why," there would be no excuse for this advertisement. ¶ Haynes Model 22 claims distinction along a number of different lines. Just a word regarding the new Haynes starting and lighting devices. ¶ There's an electric motor



This photograph shows starting motor

for starting, an electric dynamo for lighting, and both apparatus have been perfected to the degree where uncertainty is a *non est*. In more than ten thousand recorded starts, there was not a single failure to respond—and the time for these starts averaged five seconds. ¶ The simplicity of the mechanism is a commendable feature. There is practically nothing to get out of order. If, however, trouble should at any time be experienced, any electrician in America could make the necessary repairs in almost no time. In point of



This photograph shows the 12-volt generator

materials, design and workmanship, Haynes Model 22 stands as an achievement in Motor-Car Building. ¶ Model 22 is a big roomy car, with fine hair upholstery twelve inches thick. ¶ The complete Haynes 22 Equipment comprises these special accoutrements:

- | | | |
|----------------------------------|---------------------------|------------------------|
| 1. Eisemann Dual Magneto | 2. Stromberg Carburetor | 3. Warner Auto-Meter |
| 4. Demountable Rims | 5. Top | 6. Windshield |
| 7. Motor, 4½x5½ inches, 40 H. P. | 8. Wheel-base, 120 inches | 9. Tires, 36x4½ inches |
| 10. Latest design Bumper | 11. Electric Signal-Horn | 12. Electric Cowl-Lamp |

The price of Haynes Model 22 is \$2250, F. O. B. factory. This represents the best value available in the automobile world today.

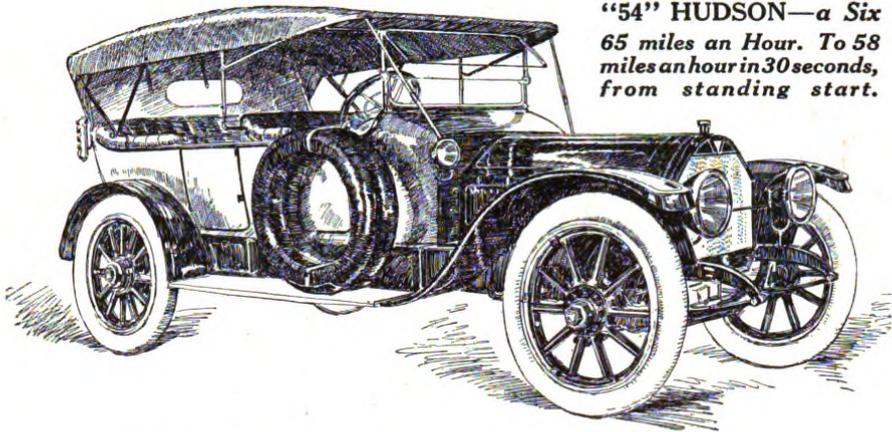
Write for the Haynes Catalog and full details on the new Haynes Starting System. Better yet, make a Little Journey to your dealer's and inspect the new Haynes 22.

HAYNES AUTOMOBILE COMPANY, 16 Union Street, KOKOMO, IND.

1715 Broadway, New York; 510-512 N. Capitol Blvd., Indianapolis; 1702 Michigan Ave., Chicago;
Van Ness Ave. at Turk St., San Francisco



Why not mention THE FRA when writing to advertisers?



**"54" HUDSON—a Six
65 miles an Hour. To 58
miles an hour in 30 seconds,
from standing start.**

The Two *New* HUDSON Cars That 48 Engineers Built

The picked engineers from 97 European and American automobile factories combined in building the *New* HUDSON cars.

There are 48 experts in the organization, at the head of which is Howard E. Coffin, America's leading automobile engineer and builder of six famous cars.

Combined, these men had a hand in building more than 200,000 motor cars.

No car can be greater than its engineers planned it to be. We believe mechanical perfection is more quickly and thoroughly accomplished through combining the experience and skill of many men than is ever possible if dependence is placed entirely upon one man.

Electric Self-Starting—Electrically Lighted

The Six

The "54" HUDSON supplies every demand made of any automobile, in speed, get-a-way, safety, power, luxurious equipment, distinctive appearance and comfort.

It is not merely a "Six" made so by the addition of two cylinders to a good four-cylinder car. It is capable of a speed of 65 miles an hour with full equipment and will jump to a speed of 58 miles an hour in 30 seconds from a standing start.

Its equipment is complete in every detail, which includes an electric self-cranking, electric lighting—dynamo type—and ignition system, known as the Delco, patented. Illuminated dash and extension lamp, mohair top, curtain, rain vision windshield, speedometer, clock, demountable rims, 36 x 4½ inch tires, 127 inch wheel base, etc.

The seat cushions are 12 inches deep. Turkish type. The finest materials are used throughout. No detail of finish or equipment is skimmed or overlooked.

"54" HUDSON Models: Five-passenger Touring Car and Torpedo and Two-passenger Roadster, \$2450 each, f. o. b. Detroit. Seven-passenger Touring Car, \$150 additional. Limousine, 7-passenger, \$3750; Coupe, 3-passenger, \$2950. Open bodies furnished with Limousine and Coupe at extra charge.

The Four

No man need be told that Howard E. Coffin leads all in building four-cylinder cars. No designer has built as many successful automobiles.

In building the HUDSON "37" all his skill and experience contributed to its perfection. But in addition there was also worked into the car the skill and experience of his 47 expert associates.

Thus was produced a car such as no one man is capable of building. It is truly a composite masterpiece.

The "37" combines all that these experts know in the art of automobile building. Its detail of comfort, beauty, distinctiveness and equipment is precisely the same as that furnished on the "Six."

The car has sufficient power for every requirement. It is quiet and free from the degree of vibration common to most automobiles.

It is a simple, accessible, durable car—the best our 48 engineers know how to build, therefore we unhesitatingly recommend it as the Master of any four-cylinder car, regardless of cost, power or make.

Models are Five-passenger Touring and Torpedo and Two-passenger Roadster at \$1875 each; Limousine, \$3250; Coupe, \$2350; f. o. b. Detroit. Open bodies with Limousine and Coupe, extra.

See the Triangle on the Radiator

HUDSON MOTOR CAR COMPANY

7536 Jefferson Avenue, Detroit, Michigan

Christmas at Vantine's

AN ADVERTISEMENT BY ELBERT HUBBARD



THE word "Vantine" means gift — at least it does to me and to thousands of others. ¶ The business of Vantine's is to search the wide world over, especially through the Orient, for rare, precious things, individual things, worked out by the hand and brain of people who have all the time there is.

¶ China, Japan and India are still the home of art — India, where the race had its rise, and out of which our ancestors came ten thousand years ago. ¶ Vantine's have resident buyers in the Far East. The business of these buyers is to search out, select and buy rare and precious things, then send them on here, so they can be distributed among those who appreciate and prize them. ¶ Get your Christmas gifts at Vantine's and you will not duplicate!

¶ Vantine's is the place where the West and the East meet; and yet the prices at Vantine's are not those of the art-dealers. ¶ Vantine's standardize art. The haggle and barter of booth and bazaar are not in the Vantine vocabulary. The one-price system prevails. You buy art treasures at actual value — not a fictitious art value. Often rare bargains are offered, and it may happen that for five dollars you will buy an article at Vantine's which in a year you would not part with for fifty dollars.

¶ Here are exquisite Kimonos, Mandarin Coats, Shopping-Bags, Workbags, a multitude of fans, lamps to light the path of the world, fashioned in artistic fancy; bronzes, Cloisonnes, rare pottery in painted shades, lanterns, and brasses galore; things to wear, things to decorate any and every room in your house; rare presents for college boys and girls who

appreciate the dainty, the individual.

¶ No store in the world contains such an assortment of rare rugs as Vantine's.

¶ No store in the world contains ivory articles in such profusion. ¶ Then, there are wonderful things in the way of Oriental handmade jewelry — barbaric things made by the Moors, some of them hundreds of years ago, passed down as heirlooms, and finding their way at last into the hands of a Vantine buyer. ¶ Vantine's is more than a store — it is an Arts and



Crafts Shop. It makes you think of the monasteries and nunneries of old, where people made things "To the Glory of God." This, perhaps, because everything at Vantine's seems to be peculiar, individual, and to have a soul of its own. Go to Vantine's and see. Don't take anybody's word for it. Behind

Vantine's are fifty years of merchandising. The name is a guarantee of fair dealing. If you can not call in person, suppose you write them the amount you desire to spend, and let Vantine's select a suitable gift. It will be packed by loving, gentle hands and sent on its way to please the recipient. ¶ To receive a package from Vantine's is an event. When anything comes to The Roycroft Shop bearing the quaint and curious label of Vantine's, it is opened in front of an audience with mingled "Ah's" and "Oh's," and a plentiful sprinkling of adjectives. ¶ This because everything that comes from Vantine's is different and curious, bearing the odors of the Far East — the smell of teakwood and incense and spices. ¶ You had better write today to Vantine's for a catalog, stating the Oriental things in which you are most interested. But if possible, go and see for yourself, and then breathe a prayer of thankfulness to THE FRA for having called your attention to this store, which is more than a store — a place where art and business blend.

A·A·VANTINE·&·CO·

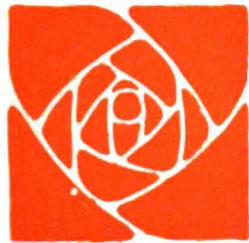
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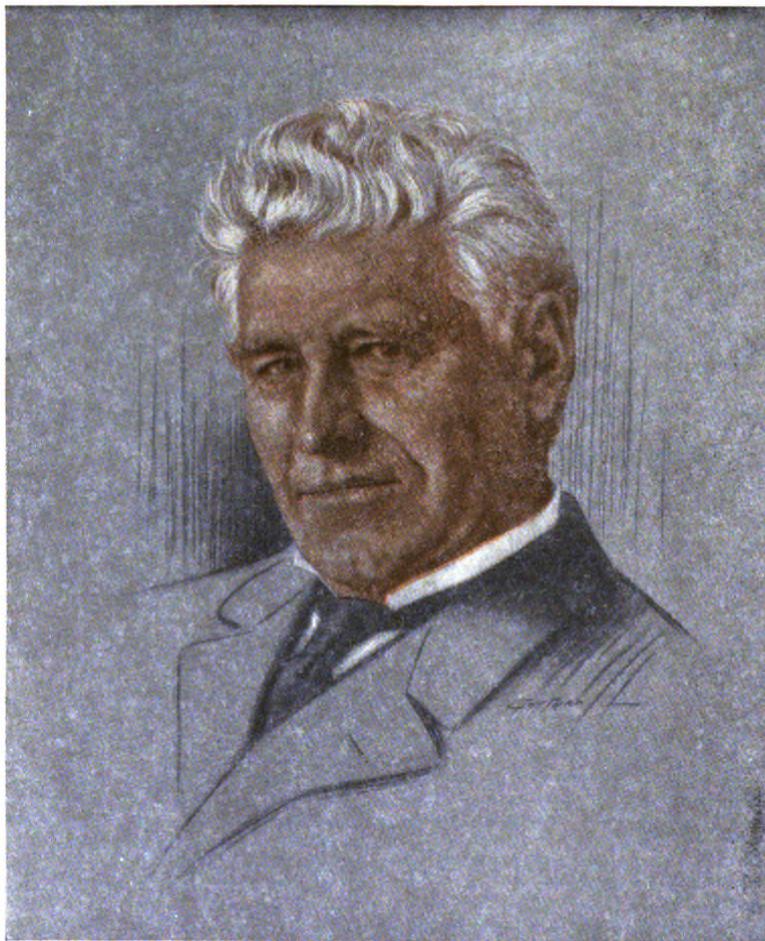
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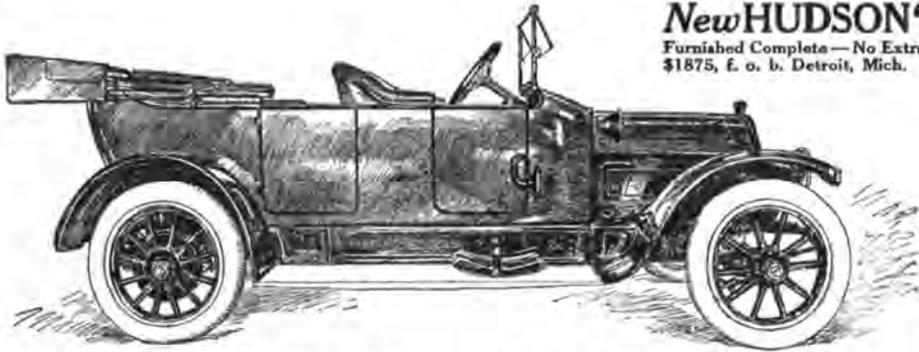
FEBRUARY, 1913

No. 5



EUGENE H. GRUBB

PUBLISHED MONTHLY BY ELBERT HUBBARD
EAST AURORA ERIE COUNTY N. Y.
25 CENTS A COPY 2 DOLLARS A YEAR



New HUDSON "37"
 Furnished Complete—No Extras to Buy
 \$1875, f. o. b. Detroit, Mich.

48 Picked Engineers Build a New Car

All that is known in motor car design is embodied in the experience of the HUDSON engineering board. These men had a hand in the construction of over 200,000 automobiles of 97 well-known makes. There are men on this board from every automobile building nation—Germany, France, England, America, Austria, Hungary, Italy and Belgium. In constructing their latest model, they worked under the direction of Howard E. Coffin, America's foremost designer.

It is the four cylinder masterpiece of the largest engineering board in the automobile industry.

Howard E. Coffin built six famous cars, more than any other engineer. He never created a failure. He has always led in four cylinder construction. Yet even he could not have conceived so remarkable a motor car as has this great body of experts *by combining their ideas.*

They have built a simple car, one with several hundred fewer parts than the others in its class and simplicity is the keynote to low up-keep. You have noticed this if you have ever owned a car of complicated design.

In any automobile the design of which is not well balanced, rods, wires and supports are necessary. These things need attention and constant adjustment. That takes repairmen's time. It costs money. This simple car has none of these.

A Dust Proof Car

These engineers have built an automobile that is fortified against the most ruinous element a motor car must face—dust.

Dust, dirt and grit work their way in through the valves of the average motor car, eat into the bearings and shorten the life of the motor—the very heart of an automobile.

But these engineers have enclosed the valves, valve mechanism and all moving parts, making them impregnable to the ruin of dust, dirt and grit. They have built a dust proof car.

Electrically Self-Cranked Electric Lighted

There is nothing in the operation of the car that cannot be accomplished from the driver's seat. You press a button to crank the engine. The electric Delco self-cranking system has an electric motor, the transmission of which meshes with the cogs of the HUDSON'S flywheel, a positive self-cranking method.

In addition, when the engine is running, it generates electric current which is stored in a battery to be used for lighting at night and in starting the car.

Three buttons on the dash control the head, tail, side and dash lights.

The Most Beautiful 1913 Car

Motorists have termed the new HUDSON "37" "the most beautiful 1913 car." Its long, handsome, sweeping lines and its Americanized European body construction, make the New HUDSON "37" a car that men who last year bought \$5,000 and \$6,000 cars are proud to own.

New HUDSON "37"

In comfort the HUDSON is supreme. Its 12-inch Turkish type upholstery, over three-quarter elliptic springs, makes

the car so remarkably easy riding that this fact alone has decided many sales in its favor.

The large, roomy tonneau and the ease of entering the car are other features appreciated by the wise motorist.

It is a Proved Car

When the engineering board of the Hudson Motor Car Company had designed the HUDSON "37" it was placed in the hands of a racing driver to test the car. He worked it out over 20,000 miles at train speeds. His course consisted of the worst roads he could find in ten states, the Allegheny Mountains and Southern Canada.

The battering which he gave the car was the equivalent of 40,000 miles service in the hands of the average owner or four years' average use.

When he finished the tests, not a single change from the basic design decided upon by these experts was made. The car was then publicly announced, for from an engineering standpoint it was perfected.

You cannot gain an adequate appreciation of the New HUDSON "37" from what we have said here. Its extraordinary beauty, comfort and the correctness of its mechanical design can only become known to you through a personal investigation and inspection of the car.

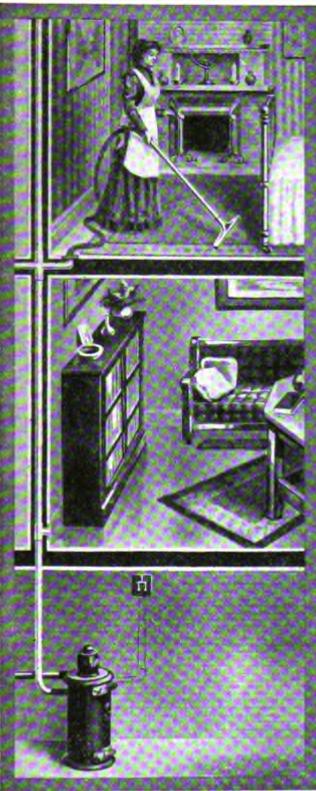
Go see it today at the nearest HUDSON dealer's. If you do not know his address, write us and we will put you in touch with him.

May we hear from you at once? Write Today.

HUDSON MOTOR CAR COMPANY
 7578 Jefferson Avenue, Detroit, Michigan

A SAVING of LIFE

An Advertisement by ELBERT HUBBARD



HERE is just one way to have your house sweet and wholesome, and that is by the use of the Tuec Stationary Air Cleaning System. ¶ Please look at this picture. It represents three stories of a house: the basement, the parlor floor, and the upper floor, where the sleeping-rooms are. ¶ In every room, by the Tuec System, there is a fitting where you attach a hose. All you have to carry around is this light, portable hose and the metallic nozzle, or sweeper, on the end. This metal sweeper is made of aluminum and is very light and very beautiful. ¶ A girl of twelve can clean a room perfectly. There is nothing to get out of order, nothing to break, nothing that needs attention. Your hose is instantly attached in every room of your house. ¶ You do not sweep with a broom, and then wipe off the furniture with a rag; or go around your house with a feather duster and distribute the dirt from furniture into the air — you let Electricity do your work and worrying! And Electricity is the great power that occupies the twilight zone between the spirit and matter. Electricity is Life! ¶ The dust, the dirt, the air, the particles that can be seen and those that can not, are seized instantly and carried down into your basement. ¶ The foul air is sent out through the chimney, and the material particles are placed in a closed receptacle, from which you can take them out and throw them into your furnace. ¶ The Tuec can be installed when you are building your home, right alongside of the plumbing. ¶ However, if your house is built, it can be piped just the same for the Tuec Stationary Cleaner. ¶ The whole arrangement is scientific, and it is inexpensive. ¶ It will add to the value of your property. It is worth the money, and far more, because it yields a big percentage in return, not only in dollars, but in vitality. ¶ The Tuec Electric Way of Cleaning is started or stopped by pressing a button from any floor. ¶ A tiny electric motor in your cellar runs a powerful fan, and creates a regular little whirlwind or cyclone that goes all over your house where you carry a hose with the cleaner attached, and picks up the air instantly, completely, perfectly. It sweeps, dusts, ventilates. ¶ This Cleaner is the last word in sweeping. It has taken a good many men a good many years to study the thing out from every possible standpoint and make it the most effective instrument known to man, whereby a home can be kept clean, wholesome and sweet. ¶ The Tuec is for cottages, bungalows, homes of every size and kind; flats, office-buildings, schools, churches, hotels, theaters. ¶ No building now is complete without the Tuec Stationary Suction Air Cleaning System. ¶ The Electric Way means length of days for the house-keeper; and by lessening nerve tension, it spells good temper, peace, increased power and increased love.

The UNITED ELECTRIC CO.
33 HURFORD STREET, CANTON, OHIO

Why not mention THE FRA when writing to advertisers?

HORSFORD'S "HUSKIES" AND VERMONT WINTERS

VERMONT ranks thirty-ninth in size among the States of the Union. Its total population is considerably less than that of Buffalo. Yet Vermont is "so full of a number of things, I am sure we should all be as happy as kings." ¶ First, there are the Green Mountains, named after the Green Mountain Boys, of the which Ethan Allen was one of the same. ¶ Then there was gallant John Stark, whose widely-quoted rubric anent Molly Stark and the Merry Widow, first appeared in *THE PHILISTINE*. ¶ Vermont is likewise famous for the Horsford Nurseries, located at Charlotte. Perhaps it would be an exaggeration to say that Frederick H. Horsford put Charlotte on the map, but anyway, he helped. ¶ Horsford's Nurseries are known far and wide for their excellent Plants, Trees, Ferns, old-fashioned Flowers, Lilies, Vines, Orchids for outdoor planting, and Flower-Seeds that grow. ¶ Horsford's "Huskies" are grown up in cold, frost-bitten Vermont,

only a few miles from frozen Lake Champlain on the one hand, and the snow-covered mountains on the other. ¶ These plants and bulbs are sturdy and strong, capable of enduring the coldest weather—"patiens frigroris," as Cæsar puts it. They will keep over Winter and greet you with smiles and smilox in the Spring. ¶ Horsford's business is "personally conducted." That is to say, he gives it his whole time and attention. You can count on his devoted co-operation at any and all times. ¶ If you are interested in plant-culture, send for Horsford's 1913 Catalog, describing in detail six hundred varieties of plants, shrubs, ferns, trees and vines. This book is a valuable compendium of useful information and helpful hints, written by a man whose whole life has been spent in getting acquainted with God's green out-of-doors. ¶ Horsford's 1913 Catalog will help you to a judicious selection—send for it now, and breathe a prayer of gratitude to *THE FRA*, for having pointed out the way

HORSFORD'S NURSERIES
CHARLOTTE, VERMONT

was skimmed and kept at the farm, and the milk sent to town.

4. *Preservative Age*—When salicylic and boracic acids were used, and then formaldehyde to keep the milk chemically sweet.

5. *Tuberculosis Age*—When milk was found to be, through the bovine bacillus, a transmitter of the White Plague.

6. *Pasteurization Age*—When all "uncertain" milk was made safe through the application of heat, one hundred forty-five degrees Fahrenheit for thirty minutes, correctly, honestly and thoroughly done.

7. *Golden Age*—When all milk shall be "certified" in the full and sanitary sense and meaning of the term

Why Not Build A Bungalow ?



Your own home—the design and plan of it—concerns you vitally. Nothing so reflects a family's character, aims, aspirations, financial and social standing, if artistic homes mean anything to you, a study of bungalow architecture will be intensely interesting. The most attractive homes are genuine bungalows. Their best features are interiors that are distinctive and beautiful, as are the exteriors—room arrangements to economize space and cost—built-in conveniences. These features can be had in a Bungalow, rightly planned, at as low a cost as ordinary cottages. For our books we have selected bungalows which may be built in any climate. They contain pictures, floor plans and descriptions. If you can't get at least a dollar's worth out of them we will refund your money.

"REPRESENTATIVE CALIFORNIA HOMES"—Price 50 cents
60 Bungalows and 2 story houses costing \$100 to \$600

"WEST COAST BUNGALOWS"—Price 50 cents
60 one story Bungalows of 4 to 6 rooms, costing \$50 to \$200

"LITTLE BUNGALOWS"—25 costing \$40 to \$120—Price 25 cents

SPECIAL OFFER—All 3 books sent postpaid for ONE DOLLAR

E. W. STILLWELL & CO., 4119 Henne Building, 122 Third Street Los Angeles, California

THE Seven Ages of Milk: 1. *Neglect Age*—Meaning anything and everything unsanitary; filthy stables and as filthy cows; dust, flies, unclean cans and pails and unclean milkers perhaps, using unclean milking methods, and careless cooling and storing of milk.

2. *Water Age*—When twenty-five per cent to fifty per cent of water was added to the milk to make it hold out.

3. *Skim Age*—When all or part of the cream

as to environment and methods, machine clarification to take place immediately after the milking, when the milk is fresh from the cow and before germ multiplication has commenced, either from the foreign matter or from the slimes already present in the milk; then cooling and bottling at the farm, pasteurization after bottling, if requested, to make assurance doubly sure.—*Charles Cristadoro*.

Make haste slowly.—*Benjamin Franklin*.

THE physical welfare of children is one of the most important problems of the present time. If the child is to develop into an effective working machine, each physical part must be in sound condition and each function in good working order. Until recent times an incorrect emphasis has been placed upon the function of the teeth. Much stress has been laid upon the part which they play in forming an attractive facial expression and their importance in the production of spoken words. Comparatively little has been said in regard to the necessary part which they play in the preparation of food so that it can be readily digested and thoroughly assimilated—a preparation which means the development and upbuilding of the body and its fortification against disease. If the child is to have the physical benefits which come from a thorough digestion and assimilation of its food, if it is to acquire intelligence as to the kinds and quantity of food which are suitable for the development of the body, sound teeth, properly articulated, are absolutely essential.

—William H. Potter, D. M. D.

The eight authors of AN AMERICAN BIBLE are the greatest minds this country has produced.—DR. J. H. TILDEN.



Well, this looks worth reading

That's the way you want a man to feel when he gets your letter. Unread letters bring no orders. Your letters must seem as important as they are. Make a move now to insure impressiveness in your business stationery by writing us for our collection of 25 handsome specimen letterheads produced on Construction Bond.

These specimens were produced by the highest class printers and lithographers in the United States. They show to perfection the fine character of stationery you can secure on any of the nine colors and four finishes of Construction Bond with envelopes to match. Some of the firms who produced these specimens are near you, ready to do the same class of work for you on Construction Bond.

Construction Bond is a substantial impressive paper with a valid reason for its moderate price. It is sold only in large quantities direct to the most responsible printers and lithographers in the 160 principal cities of the United States—not through jobbers. High quality at a low price is the result. Obviously those concerns who handle Construction Bond are able to give you impressive Stationery at a Usable Price. Write for their names and the specimens.

W. E. Wroe & Co., 1006 South Michigan Avenue, Chicago, Ill.

Impressive Stationery at a Usable Price

STATE boards regulate all contagious diseases, requiring registration for all except venereal diseases. Women and children suffer more from these diseases, and they are helpless. The State regulates marriage, requiring a license, and a legal age, but it says nothing about a clean bill of health. It also recognizes the property-rights of women and children. Cattlemen breed only the best stock, for financial reasons. Are human beings of less value than cattle?—Doctor Edith B. Lowry.

The DUSTLESS DUSTER

DEATH ON DISEASE!



SAID Napoleon, "Water, air and cleanliness are the chief articles in my pharmacopœia."

Shortly after giving expression to this admirable sentiment, he made a Little Journey to the Island of Saint Helena.

Then he made a still longer Little Journey.

Some say it was not Napoleon a-tall, who went to Saint Helena, but another man of the same name, who resembled him. But that is another story.

What does matter is that, if the Howard Dustless Duster had been known in those days, the Little Corporal would certainly have included it in his pharmacopœia.

The Howard Dustless Duster is a chemically treated fabric, possessing adhesive properties. Dust clings to it like a poor relation.

The elimination of germ-laden dust-particles means the elimination of disease. ¶ The elimination of disease means a lower death-rate. And a lower death-rate means the dawning of the Millennium.

HOWARD
DUSTLESS DUSTER

The Millennium is not yet, of course, but the Dustless Duster is helping it along. The Howard is easily and quickly cleaned and sterilized with soap and boiling water.

Eleven styles of Dusters are made, including Dust-Mops, Wall-Dusters, Bric-a-Brac and

Handle Dusters. ¶ Sent, prepaid, on receipt of price.

For small, Free Sample and Book on Dust, address as below :

HOWARD DUSTLESS DUSTER CO.

TWO HUNDRED SUMMER STREET BOSTON, MASSACHUSETTS



goes without saying. It may be a poor one, but that is nothing; that can be said about any of us. As soon as I can get at the facts I will undertake his rehabilitation myself, if I can find an impolite publisher. It is a thing which we ought to be willing to do for anybody who is under a cloud.

We may not pay him reverence, for that would be indiscreet, but we can at least respect his talents. A person who has for untold centuries maintained the imposing position of spiritual head of four-fifths of the human race, and political head of the whole of it, must be granted the possession of executive abilities of the loftiest order. In his large pres-

X HAVE no special regard for Satan, but I can at least claim that I have no prejudice against him. It may even be that I have been a little in his favor, on account of his not having a fair show. All religions issue Bibles against him, but we never hear his side. We have none but the evidence for the prosecution, and yet we have rendered the verdict. To my mind this is irregular. It is un-English, it is un-American. Of course, Satan has some kind of a case, it

ence the other popes and politicians shrink to midgets for the microscope. I would like to see him. I would rather see him and shake him by the tail than any other member of the European Concert.—*Mark Twain.*

THE so-called question of woman's rights arose, and only could arise, among men who had deviated from the law of real labor. One has only to return to it, and that question must cease to exist.—*Tolstoy.*

Why not mention THE FRA when writing to advertisers?

WHAT distinguishes war is, not that man is slain, but that he is slain, spoiled, crushed by the cruelty, the injustice, the treachery, the murderous hand of man. The evil is moral evil. War is the concentration of all human crimes. Here is its distinguishing, accursed brand. Under its standard gather violence, malignity, rage, fraud, perfidy, rapacity and lust. If it only slew men, it would do little. It turns man into a beast of prey. Here is the evil of war, that man, made to be the brother, becomes the deadly foe of his kind; that man, whose duty it is to mitigate suffering, makes the infliction of suffering his study and end;

that man, whose office it is to avert and heal the wounds which come from Nature's powers, makes researches into Nature's laws, and arms himself with her most awful forces, that he may become the destroyer of his race. Nor is this all. There is also found in war a cold-hearted indifference to human miseries and wrongs, perhaps more shocking than the bad passions it calls forth. To my mind, this contempt of human nature is singularly offensive. To hate expresses something like respect.



**Language
Is Power—**

A mastery of it means *greater efficiency, broader opportunities, increased income.* Grenville Kleiser (former Yale Instructor) has perfected a *Course in Practical English and Mental Efficiency* which will give you a supreme command of this indispensable factor toward worldly success.

Your thinking is done in words. It is impossible for you to think in words which you do not possess. Your thoughts must suffer for the words you lack. Increase your stock of words and you increase both your facility of expression and mental efficiency. One vital difference between a clear thinker and a hazy thinker, between one who is authoritative and persuasive, and one who is feeble and uncon-

vincing, is largely a matter of words and verbal skill. *A limited vocabulary means limited thought, limited power, and limited authority.*

Grenville Kleiser's system is altogether different from the stereotyped old-time method of teaching "grammar." There are no wearisome rules of syntax and rhetoric to memorize. By a direct, intensely interesting, and practical system, immediate results are guaranteed.

LET US SEND YOU THE FREE BOOKLET

**How to Become a Master
of English**

IT WILL SHOW YOU HOW THE KLEISER COURSE
IN PRACTICAL ENGLISH WILL HELP YOU TO

Enlarge Your Stock of Words—
Use the Right Word in the Right Place—
Write Tactful, Forceful Letters, Advertisements, Stories, Sermons, Treatises, etc.—

Become an Engaging Conversationalist—
Enter Good Society—
Be a Man of Culture, Power, and Influence in Your Community.

You Surely Will Be Benefited

"These lessons are so clear and concise and at the same time so entertaining that it would be impossible not to receive a great deal of good from this Course. In fact, I look forward to each week's lesson with much interest," says *B. F. CORDAY, President Corday & Gross Company, Cleveland, Ohio.*

This Course will Awaken and Develop Latent Powers and Ambitions. It not only gives one that command of words and knowledge of men and things which tends to leadership, but it will shape your life mentally and physically by a thousand influences. It will inspire and develop latent qualities of concentration, will power, personal magnetism, and build up a personality which will command recognition and advancement.

Sign and Send Us the Coupon To-day

The booklet "How to Become a Master of English," is absolutely free. It teems with information on English, and Mr. Kleiser's new, common-sense method of teaching it. You will find it of great interest and value. Send the coupon and get it free. No agent will call upon you.

FUNK & WAGNALLS COMPANY
44-60 East Twenty-third St.,
NEW YORK, N. Y.

FUNK & WAGNALLS COMPANY,
44-60 East 23d Street,
New York Dept. 647

Gentlemen:—Send me free of charge or obligation, the booklet, "How to Become a Master of English," together with full particulars of the Grenville Kleiser Course in Practical English and Mental Efficiency.

NAME.....
LOCAL ADDRESS.....
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STATE.....
DATE.....

But in war, man treats his brother as nothing worth; sweeps away human multitudes as insects; tramples them down as grass; mocks at the rights, and does not deign a thought to their woes.—*William Ellery Channing.*

REEWILL is a favor which by a special act of grace God has bestowed upon the human race. Man is thereby gifted above all other animals with the ability to get himself damned.—*Voltaire.*

Why not mention THE FRA when writing to advertisers?

MUSIC AND MUSICIANS

AN ADVERTISEMENT BY ELBERT HUBBARD

We all love music, but not one in a thousand can play a piano. ¶ When the twilight hour approaches and the day's work is done, who is there that does not love to sit in the gloaming and listen to the sweet strains of soothing music? ¶ The musician, at this time, sits at the piano, hands wandering aimlessly over the keys, and brings forth all that is in his heart, be it joy, gladness, laughter, happiness, or sadness, grief, misery, woe, despair. ¶ Most of us can not do this. Our feelings fail to find expression. When the desire for a particular piece of music comes to mind, we are unable to go to the piano and play it. So we banish the longing, forget the contemplated reverie, and sorrowfully delve into one of the six best sellers. ¶ The Tel-Electric Piano-Player gives you all this — and more. Its mechanism fits any piano. It rests on a table, stand, mantel, or on the cabinet containing the music-rolls. The playing mechanism is connected with the player by a small electric cord. The player can be in one room and the piano in another. You merely press an electric button, settle back in your comfy Morris chair, and the Tel-Electric plays the melodic music. You are then at liberty to dream, to sigh, to smile, to weep — to forget yourself and roam through space as you listen to the soul-thrilling music. ¶ The great pianist plays perfect music. The melody is detached, floating, independent. You do not see the musician or think of his cleverness. And you praise him on this account. ¶ Music is synonymous with rest. No one enjoys music while laboriously pumping the common kind of pneumatic hand-controlled player with his feet. ¶ The Tel-Electric plays all by its lonesome, rendering the music with the same accent, color, grace, expression, tone and originality that the composer gave it. No other piano-player does this. ¶ If the music you wish to play is familiar, and there are parts in it you wish to accent, soften, retard, accelerate — perhaps play as She played it — the easily controlled Tel-Electric expression devices do your bidding. They obey your every wish and impulse. ¶ The music is in thin metal strips. Damp weather does not affect it. The rolls do not shrink, swell or tear. They are as indestructible as an Indestructo trunk. When the music-roll is played, the metal strip rewinds itself electrically. ¶ It is not necessary for you to have electric current in your home; batteries can be used. The Tel-Electric is simplicity itself. It is fool-proof. ¶ Write for descriptive literature. Better still, visit our nearest salesroom and hear the Tel-Electric play. It is the machine you will conclude to buy 

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The eight authors of AN AMERICAN BIBLE are the greatest minds this country has produced.—DR. J. H. TILDEN.

THAT is the best solitude that comes closest in the human form—your friend, your other self, who leaves you alone, yet cheers you: who peoples your house or your field and wood with tender remembrances: who stands between your yearning heart and the great outward void that you try in vain to warm and fill; who in his own person and spirit clothes for you, and endows with tangible form, all attractions and subtle relations and meanings that draw you to the woods and fields. What the brooks and the trees and the birds said so faintly and vaguely, he speaks with warmth and directness. Indeed, your friend complements and completes your solitude and you experience its charm without desolation.

—John Burroughs.

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AMERICANS as a race are more partial to caffeine than to theine. This in spite of the fact that Boston Harbor is the scene of the most famous Tea-Party in History. ☞ Yet we always couple Boston up with brown bread and baked beans, forgetting the beverage that made Boston famous! "There is a reason," no doubt, but I think it must be mainly alliterative. ☞ The English are a great race, and they admit it. The English know that the secret of good tea is in the brew. There is a psychological moment in brewing, it seems, when the very top-notch of aromatic tea-essence is attained. ☞ Thorough steeping is necessary in bringing the full value out of tea, whether the tea be good, bad or indifferent, while over-steeping brings out Nature's commonest warning, the distasteful flavor of the accumulating tannin.

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The Bevefuser Co., 29 Central Street, Boston, Mass.



The tea is brewed!



Brewing the Tea

dred Twelve, on this same land he produced an average of one hundred twenty-four and one-half bushels of corn ☞ On an adjoining piece of land of the same quality he produced four years ago eighty bushels of potatoes per acre ☞ This year he produced two hundred eighty bushels per acre on the same land. The fertilizers used were lime, rock phosphate and a little manure.

POVERTY IS NO SIN.—Herbert ☞

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AN APPRECIATION BY ELBERT HUBBARD

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not put them to the trouble of proving it; we admit it. It is a matter of definition, of terminology. We have self-confidence born of knowledge and of accomplishment. We know something of the doctrine of constants.

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or the comfort of a class is of no account. Before it every other consideration must give way. It is right here that democracies that can hold together surpass monarchies. It is for this reason that the progressive will of an intelligent people is better than the hereditary and arbitrary power of kings.—*Andrew S. Draper.*

THE recent announcement of the Federal Census Bureau, indicating that Texas has less than one fruit-tree per capita, causes a feeling of disappointment to those who are inclined to become reminiscent. It will be recalled that when Adam and Eve started in life on the banks of the

Euphrates, they were more abundantly supplied with fruit-trees than the average Texas citizen today, and after four thousand years of civilization we look backward and find ourselves retrograding in Texas so far as the fruit industry is concerned. What is true of fruit-trees is equally true of shade-trees, and yet no country on the globe has better natural facilities for growing trees than Texas. Of course, Eve did some very foolish things while she was in the Garden of Eden,

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ATELY it has been strongly impressed on my think-tank that the Big Boys who have made good in the Business World, and are living up to their lithographs, are using Globe-Wernicke Sectional Bookcases. ¶ And this is no coincidence, either. The live business office of today must be equipped with the best office furniture obtainable. And it just happens that the Globe-Wernicke is the one best bet and bulliest bargain in the bookcase belt. There is nothing "just as good," nothing so satisfactory and appropriate, as a Globe-Wernicke. ¶ The greatest thing about the Globe-Wernicke, to my mind, is the fact that you can have as many "sections" as you want—or as few. ¶ Globe-Wernicke Sectional Bookcases keep your books away from the dust and dirt and grime. ¶ The cases themselves are made for service, primarily, good looks being a secondary consideration; yet I have never seen a Globe-Wernicke Bookcase which did not add to the appearance of the office or room in which it stood. ¶ If you are up against the problem of equipping your office with bookcases that will render efficient service, look well, take up a minimum of space, and incidentally, reflect your own good taste, call at your dealer's, and let him show you how the Globe-Wernicke Sectional Bookcase will adapt itself to your Sanctum Sanctorum. ¶ We run a furniture-shop here at Roycroft, ourselves, where we evolve Mission Makes that find ready acceptance with the Faithful. ¶ But not even The Roycrofters turn out better bookcases than the Globe-Wernicke tribe. Greater praise than this have I none. Adios! ¶ *N(obby) B(ookcase)*—The Globe Wernicke *Blue Book of Fiction* will be mailed free on request to any good Roycrofter-at-Large desiring a copy. Address

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but her mistakes were scarcely more glaring than that of the Texan who neglects to plant trees.—*Texas News Service.*

ALBERT HUBBARD has hammered on the preachers and lawyers for twenty years, and now that they have got back at him with a small biff on the beak he should not complain—and he does n't.—*Denver Post.*

Pleasing ware is half sold.—*Herbert.*

BRANN, *The* BITTER BROBBDINGNAG

An Advertisement by Elbert Hubbard

THE late W. C. Brann, whose violent taking-off created such a sensational stir a few years ago, edited a paper called *The Iconoclast*. ¶ Brann was a man of pronounced iconoclastic proclivities. As a master of literary vituperation, he has probably never been surpassed. ¶ His diatribes appeared regularly in the columns of that piquant "periodical of protest," *The Iconoclast*—stinging satire, virile, virulent, venomous and envenomed. ¶ At times Brann's invective degenerates into plain abuse. There are passages that explain clearly why it was that the editor of *The Iconoclast* met with a tragic and untimely end. ¶ Brann's writings are filled with delightful touches of humor; for, unlike most reformers, Brann had a sturdy sense of the ridiculous, that frequently came to his rescue, relieving the situation like a sparkling Summer shower. ¶ Brann possessed imagination, insight, wit. Also, he had a command of language that makes everything he wrote intensely interesting, whether the sentiment is agreeable or not. ¶ Brann's vocabulary is steeped in vitriol. His personality casts a purple shadow. Often he was grossly unfair, absurdly unjust in his estimates of men and manners. But in the main, he was right. And whether right or not, he usually obeyed that impulse, like Davy Crockett, and went ahead. ¶ Brann was no lily-livered loon of a Lilliputian. He was a Brobdingnag, bold, bitter, brilliant. He hit straight from the shoulder. And every time he dipped his cosmic quill in gall, thousands winced and writhed. ¶ Brann went after hypocrisy and humbug, hammer and tongues. He was a caustic critic, and his zeal made him many enemies. At last one of them did him to death. And now *The Iconoclast* is a matter of recorded history. ¶ Brann's writings contain some local color that is not always readily understandable at first blush, but I never heard of anybody's starting an essay of Brann's and leaving it unfinished. ¶ If you want prime reading that will keep you tuned up to concert pitch, and give you something to think about, get acquainted with Brann, the Iconoclast. ¶ The most representative of Brann's works have been published in two compact cloth volumes of 464 pages each. ¶ The net price of the set is Three Dollars. Add thirty cents for postage. Liberal discount to dealers. ¶ Live, wide-awake representatives wanted for all localities. Good compensation.

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sand boys in the Georgia Boys' Corn Club; that, in Nineteen Hundred Ten, only one boy grew one hundred bushels of shelled corn per acre; that in Nineteen Hundred Eleven fifty-four boys grew over one hundred bushels per acre at a cost of less than thirty cents per bushel, including fertilizer, interest, labor and every charge; and that corn was then selling in Georgia at one-twenty-five a bushel. ¶ Is n't this educational to both young and old? As we educate our children we should

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take a post-graduate course with them and keep up to date. If we don't, our children class us as "old fogies." Possibly sometimes they may be right, even if we do occasionally have to spank them to maintain that discipline so necessary to our own self-respect as family heads. We of more mature years can profit in many ways by letting our young people try out the new ideas they absorb at school, from the club or from the lecture platform; and if they are successful, incorporate them into our system of doing things. Success in modern agriculture must come along lines of practise differing in many ways from those of the

good old days when land was rich and sold for twenty-five dollars an acre.

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—Charles H. MacDowell.

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After exhaustive tests of the principal American and European trucks, the City Fuel Company and the Star Motor Delivery Company, of Chicago, placed an initial order for 75 of our trucks

Mack Saurer Hewitt

Proved by 12 years' service Proved by 18 years' service Proved by 10 years' service

"Leading Gasoline Trucks of the World"

What other Motor Truck manufacturer besides the International Motor Company, manufacturers of Mack, Saurer, Hewitt Trucks, can point to any great number of trucks that have actually run more than 100,000 miles?

You cannot afford to settle your transportation problem without taking these facts into account, also the valuable data at our (and your) disposal, of 8,000 trucks in service in various businesses, and the large range of sizes—1, 1½, 2, 3, 4, 5, 6½, 7½ and 10 tons—with bodies adapted to every business.

Call or write to any of our branches or dealers for detailed information and assistance.

International Motor Company

General Offices: Broadway and 57th St., New York. Works: Allentown, Pa.; Plainfield, N. J.

Sales and Service Stations: New York, Chicago, Philadelphia, Boston, Cleveland, Cincinnati, Buffalo, Baltimore, Newark, Pittsburgh, St. Louis, Atlanta, Denver, Kansas City, San Francisco, Los Angeles and other large cities

Canadian Sales Agents: The Canadian Fairbanks-Morse Company, Limited, Montreal

OUR great thoughts, our great affections, the truths of our life, never leave us. Surely they can not separate from our consciousness, shall follow it whithersoever that shall go, and are of their nature divine and immortal.—Thackeray.

Booze ads, cigarette announcements and fake medical propositions are not considered "suggestive" under the Revised Statutes.

—Wayside Press.

Co-Operate With Nature



EUGENE GRUBB works with Nature. So does *The Lamb School for Stammerers* at Pittsburgh. It is by this route Joseph J. Lamb achieves so much success. Better write Mr. Lamb—he will tell you everything concerning his work.

1252 Franklin St., N. S., Pittsburgh, Pennsylvania

PHONDATE



STERILE PHONE GUARDS

Health, Happiness & Hotels

WHEN I was in Washington the other day, I stopped at a hotel which recently has some consideration for the health and well-being of its guests.

At least, the telephone in my room was armed with a Hygienic Phondate, and the management informed me that every phone in the place was similarly equipped.

Many of the best hotels now provide Hygienic Phondates for their telephones. It pays.

Phondates chemically treated and daily-dated come packed in aluminum boxes, 365 to the box. Price, \$1.00 per set. Two sets, \$1.75. Special prices to quantity users. Agents Wanted.

The Hygienic Phondate Company
1100 Jefferson, Toledo, Ohio

SIGNS OF THE TIMES



❑ What is this picture? It is a Leathersmith Display Panel made for Derby Desk Co.

❑ What is it made of? Leather, wood and old-style nails.

❑ Who uses Leathersmith Panels besides Derby Desk Co.? Many other makers who are not ashamed of their wares.

❑ What do they do with them? They send them to their dealers.

❑ Do the dealers use them? They do and gladly.

❑ Why? Because these panels fit in so well with the new-style shops.

❑ Do the dealers use all advertising signs sent them? No, indeed.

❑ Why not? Because the dealers know better.

❑ Why do some man-u-fac-tur-ers buy signs that the dealers are not proud to place in their shop-fronts? Because they think they are saving money.

❑ What becomes of the money that they think they save when they buy cheap signs? They spend it on other things just as foolish, to the delight of their com-pet-i-tors.

❑ The 'leven live little Leathersmiths will be delighted to answer questions relating to their Advertising Display Panels and attractive Business Gifts. All queries will be given immediate and exacting attention.

❑ Leather 'leven little Leathersmiths do it!

The Leathersmith Shops

Unusual Advertising Display Panels
& Business Gifts out-of-the-ordinary
all made in Decorative Leather at
1033 Race Street Philadelphia USA



IF I were to compile a Blue Book of the United States, I would save time and worry by securing permission from Elbert Hubbard to use the subscription-list of *The Fra Magazine*.

—Hugh Chalmers

ROYCROFT BOOKS



THE Roycrofters produce books that are "different." Large, clear type that does not hurt your eyes; substantial paper of fine quality, that makes the turning of pages a pleasure; ornamentation, and attractive binding, in solid boards or leather

— these are the characteristics of the inimitable Roycroft Books. ❑ You never see them stuck away on bookshelves. They are books for display and the parlor-table, or a conspicuous place in your den. ❑ Furthermore, each book is by an author whose name is in itself a guarantee of the high standard of Roycroft publications. ❑ You are sure to find some of your favorites presented in a novel way. Even books that are entirely familiar to you will read as they have never been read before by you or anybody else. The greater your love of reading, the greater will be your appreciation of these beneficent Roycroft Books. But really, they need no recommendation.

❑ There is hardly an American home without a sample. You have doubtless come across them here, there and everywhere. They could not help attracting your attention. But possibly you did not realize at the time that they were made by The Roycrofters. Send for a catalog and convince yourself. ❑ Roycroft Books are "Gift-Books"—the most unique on the market. ❑ Richard Owen said, "All people like good books—provided they are easy to get." ❑ Be sensible and buy your friend a Roycroft Book.

Why not mention THE FRA when writing to advertisers?

Overland



OVER fifteen thousand Overlands have been delivered during the last *five months*. This is *more cars than all* the automobile factories in Germany turn out in a *whole year*. This is an *increase* of 300 per cent over the same period last year. And last year we *led* every thousand dollar automobile producer in America. Our 1913 sales are more than *double* those of any other manufacturer producing a similar car.

In such States as Minnesota, one of the *largest* automobile consuming States in the Union, the Overland has shown a *larger increase* this year than *any* other motor car manufactured—*bar none*.

The Overland *outsells* because it *outclasses*. Overland value is *better* because it is *bigger*. You get *more car for less money*.

Catalogue on request. Please address Dept. 12

The Willys-Overland Co., Toledo, O.

\$985—Completely Equipped

Model 69-T

Self-starter
36 Horse Power
5-Passenger Touring Car
110-inch Wheel Base

Timken Bearings
Center Control
Remy Magneto
Warner Speedometer

Mohair Top and Boot
Clear Vision, Rain Vision
Wind Shield
Prest-O-Lite Tank

Why not mention THE FRA when writing to advertisers?

Stuff That Makes 'Em Sting the Check Book!

WHEN Dave dips his pen into the Ad-Arnica, something's GOT to tear loose—either a check from the stub, or a letter of inquiry, or a signed order blank. So if you must have Burglarizing Follow-up Letters or other Ad-Junk with real Grand Larceny in it, rap thrice and give the Countersign.

Ad-Man Davison, 601 WALDHEIM BLDG.
KANSAS CITY, MO.

Gingeriest Ad-Scribe in America—barring East Aurora, which is in Elbert Hubbard.

SHORTHAND MADE EASY. UNIGRAPH is the

MOST RAPID READABLE SYSTEM. Most quickly learned because it is very simple, and because our School Books and Home Study Lesson Supplements so clearly and fully explain every rule. Saves time. Saves expense. Brings best pay. Beginner's Booklet and Five Supplements sent for ten cents.

UNIGRAPH CO., Omaha, Nebraska



Howard—He Knows!

FOLKS sometimes wonder how Francis Howard can make such beautiful and wonderful things for the garden and lawn. ¶ If they would visit his studio, they would understand.

Over this studio, for example, he has a quaint little tea-room, from the windows of which you look out upon an entirely different world. All the noise and bustle of the great city are forgotten. You almost imagine yourself transported to far-away Pompeii, at the foot of Mount Vesuvius.

Fra Howard's intense love for the unique and beautiful is the real secret of his great success.

Why not let Howard beautify your garden? A fountain here, a jardiniere there, a bench under the trees, and behold, your garden is a veritable Paradise! His name is Francis Howard and he's a Garden Expert—sure!

5 West 28th Street, New York City

HERE IS A BOOKCASE



No. 087 3/4

32 1/2 inches wide, 15 1/4 inches deep, 39 inches high.
Oak, \$16.00.

F. O. B. East Aurora, N. Y.

that will just take care of those few books and magazines that are always knocking around on top of the library-table—but which must be within sight and easy range. ¶ Very substantially made, mortised and pinned, best quartered oak and Roycroft dull weathered finish. ¶ You need this in your library—and we can fill your order on receipt * * * * *

THE
ROYCROFTERS
Furniture-Shop
East Aurora, N. Y.

Send 25c for elegant catalog of our furniture

I have given away dozens of AN AMERICAN BIBLE and thereby blessed as many men.—JAMES J. DAVIS.



HOMER LAUGHLIN CHINA *for Service*

For real household service, for real satisfaction, you cannot buy better, more attractive or more serviceable dinner ware than Homer Laughlin China; but you can pay much higher prices than are asked for it.

Sold almost everywhere. The trade-mark name, "HOMER LAUGHLIN" stamped on the under side of each dish is our guarantee to you.

NOTE: People tell us that "THE CHINA BOOK" is one of the most beautiful and interesting brochures recently produced. Send for your copy. It is FREE.

**THE HOMER LAUGHLIN
CHINA COMPANY**
NEWELL, WEST VIRGINIA

HOMER LAUGHLIN

JONES

DAIRY FARM

SAUSAGE

We have spent twenty-five years here on our farm making sausage. If that sounds unromantic to you, remember that thousands of people whom we never saw, buy this sausage because they believe it to be the best sausage in the world.

Jones Dairy Farm Sausage gained its reputation for quality the first year it was made. This reputation has become wider every year, but it is the same reputation.

Twenty-five years ago we made sausage from the choicest parts of young pigs, milk-fed in this dairy country. We ground our own spices, seasoned the sausage to suit our taste, and began to sell it. Orders were made up and shipped the same day received.

This is the same procedure we employ

today. Our business is considerably bigger, but our methods and ideals are the same. What we don't do ourselves is done under our personal supervision.

Your grocer can sell you Jones Dairy Farm Sausage. Ask him about our "standing order" plan. If he cannot supply you, we will ship by express direct anywhere in the United States or Canada. Write us if you want to be told about our other products—ham, bacon, lard and maple syrup.

Milo C. Jones, Jones Dairy Farm

Box 622, Fort Atkinson, Wisconsin



Why not mention THE FRA when writing to advertisers?

The Starr Piano

PRE-EMINENTLY THE PIANO OF AMERICA



THE development of more than fifty designs of Grand, Upright and Playerpianos in accordance with every standard school of art, has made the Starr Piano famous. The wonderful tone quality, responsive action and extreme durability are responsible for its enviable reputation.

THE STARR PIANO COMPANY

RICHMOND, INDIANA

Factory and Executive Offices

ALABAMA—BIRMINGHAM, 1820 Third Avenue

MONTGOMERY, 108-112 Dexter Avenue

CALIFORNIA—LOS ANGELES, 625-622 S. Hill Street

FLORIDA—PENSACOLA, S. Palafox Street

JACKSONVILLE, 307 Main Street

INDIANA—EVANSVILLE, 124 Main Street

INDIANAPOLIS, 185 and 187 N. Pennsylvania St.

MUNCIE, Delaware Hotel Bldg.

RICHMOND, 265-263 Main Street

MICHIGAN—DETROIT, 110 Broadway

OHIO—AKRON, Mill and High Streets

CINCINNATI, 189 Fourth Ave. W.

CLEVELAND, 1220-1224 Huron Road

DAYTON, 27 S. Ludlow Street

HAMILTON, 10 S. Third Street

SPRINGFIELD, 109 E. High Street

TOLDO, 213 Jefferson Avenue

TENNESSEE—BOSTON, 21 Sixth Street

CHATTANOOGA, 722 Market Street

KNOXVILLE, 617 Fridge Street

NASHVILLE, 240-242 Fifth Ave. N.



THE truths of Nature are one eternal change, one infinite variety. There is no bush on the face of the globe exactly like another bush; there are no two trees in the forest whose boughs bend into the same network, nor two leaves on the same tree which could not be told one from the other, nor two waves in the sea exactly alike.—*Ruskin.*

Work like a man, but don't be worked to death.—*O. W. Holmes.*

we know: it is a part of action, not of whining. It is a part of love, not cynicism. It is for us to express love in terms of human helpfulness. This we know, for we have learned from sad experience that any other source of life leads toward decay and waste.—*David Starr Jordan.*

ALL things whatsoever ye would that men should do to you, do ye even so to them" is not only a rule, but also a warning and a promise.—*Arthur W. Newcomb.*

HERE is an Honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of every one. His friendships are serene and secure. His strength is like a young tree by a river.

—*Exchange.*

TODAY is your day and mine; the only day we have; the day in which we play our part. What our part may signify in the great whole we may not understand; but we are here to play it, and now is our time. This

THE Country Boy's Creed: I believe that the Country which God made is more beautiful than the City which man made; that life out of doors and in touch with the earth is the natural life of man. I believe that work is work wherever I find it, but that work with Nature is more inspiring than work with the most intricate machinery. I believe that the dignity of labor depends not on what you do, but on how you do it; that opportunity comes to a boy on the farm as often as to a boy in the city; that life is larger and freer and happier on the farm than in the town; that my success depends not upon my location, but upon myself—

not upon my dreams, but upon what I actually do; not upon luck, but upon pluck. I believe in working when you work, and in playing when you play, and in giving and demanding a square deal in every act of life.—*Edwin Osgood Grover.*

SOME will say, "Choose men who are wise and pure." But none but the wise and pure can choose the wise and pure, and if all men were wise and pure, there would be

HAIL TO THE CHEF!

The Cresca Dainties hail from every country under the sun :: They are being raised, year in and year out, especially for the Cresca Company, in France, Austria-Hungary, Russia, Turkey, Spain, Italy, Germany, and the Orient :: These tempting edibles are imported by the Cresca Company and



sold to their patrons on this side of the Big Pond :: Cresca Importations include a host of delectable dainties that satisfy the cravings of



the Inner Man :: Most of us wend our placid way through life, and never once suspect that we are missing palate-provoking, soul-soothing "forget-me-nots," for which the patricians of all ages have put their pearls in pawn, their jewels in jeopardy :: Send for that palatable color booklet, *Cresca Foreign Luncheons*, containing suggestions for menus, and rare recipes recommended by celebrated chefs :: A Two-Cent stamp will fetch it ::

CRESCA COMPANY, IMPORTERS
366 GREENWICH STREET :: NEW YORK

Economize Time With a Corona Typewriter

A Coronagraph by Elbert Hubbard

IT is not generally known, I believe, that our old college chum, Demosthenes, late of Athens, used to pound away on a Corona Standard Folding Typewriter, when framing up an impromptu piece of tabasco for the Athenians.

Demosthenes wrote an advertisement on the Corona, recommending it to those who suffered from "Writer's Cramp." The name of Demosthenes' famous ad is the *Oratio de Corona*.

This publicity preachment has come down to us through the ages, and is sometimes read in the original Greek by callow college stewds, who do not yet know what machine they will eventually buy.

My secretary, who carries a Corona, tells me that Demosthenes, enthusiastic though he was, did n't begin to say all the nice things about the Corona Typewriter that he might, with perfect propriety, have said. ¶ Tourists, globe-trotters, actors, managers, advance-agents, journalists, reporters, businessmen—all know the Corona, and prize his cheerful camaraderie. ¶ The Corona is strong and well set-up, and has few parts, so he almost never has to go into dry dock for repairs. He's willing and efficient, and no matter how vengefully you slambang away, he grins and bears it, returning good deeds for your lusty whacks, and handing you the retort courteous on a sheet of carbon. ¶ The Corona makes two grins grow where before there was only a frown.

For prices and information address the

Standard Typewriter Company
General Offices and Works, Groton, New York, U. S. A.



CORONA

no need of any organization, consequently the impossibility of that which the revolutionary Socialists profess is felt by all, even by themselves; and that is why it is out of date and has no success. However much advantages may increase, those who are at the top will appropriate them for themselves. Wealth will all go to the men in authority as long as authority exists.—*Tolstoy.*

Fear always springs from ignorance.—*Emerson*

AT YOUR COMMAND

NARCISSUS

ROBIN HOOD

BEETHOVEN'S SONATAS

DOLLAR PRINCESS

PINK LADY

DIXIE

CARMEN

FAUST

THE ROSARY

HOLY CITY

PARSIFAL

EL CAPITAN

GYPSY LOVE

OLD BLACK JOE

AMERICA

ALEXANDER'S RAGTIME BAND

LOHENGRIN

MADAME BUTTERFLY

The Emerson PLAYER-PIANO

Enables every one to interpret, *correctly* and *musically*, any musical selection. ☞ Only an artistic piano, combined with a versatile player action, insures this result.

Dealers in principal towns and cities. Write for catalogue.
EMERSON PIANO COMPANY, BOSTON, MASS.

Why not mention THE FRA when writing to advertisers?

Automatic Safety Custom Hatchers



The 1913 Model Candee Made Up of 17 Sections

THE Custom Hatchery is profitable and permanent because one man with a 10,000-egg Candee Incubator can do the work of 42 men, each operating 240-egg machines. ¶ It stops the waste of labor and business goes naturally to it. Three and one-half months' running, at \$2.00 per tray, brings a profit of \$1800 on a 10,000-egg Candee. Other sizes figure in proportion. ¶ More than double the number of hatcheries are already arranged for this spring. The proposition is worth investigating so that you can be the first in your section. Simply ask for our free Custom Hatching Booklet, telling how to start and run a hatchery

Candee Incubator & Brooder Co.
Dept 25, Eastwood, N. Y.

Sweet Peas

IN thirty-six years of successful seed-selling we have introduced more Novelties that are now in general cultivation than have any three other firms. We produce Selected Stocks upon our own seed farms in Pennsylvania, New Jersey and California, while FORDHOOK FARMS are famous as the largest trial grounds in America. We had the past season *one hundred and fifty acres of SWEET PEAS alone!* We hold today the largest stocks of RE-SELECTED SPENCERS in the world.

Six "Superb Spencers"

For 25 Cts. we will mail one fifteen-cent packet each of ELFRIDA PEARSON, the unique new light pink of huge size shown on colored plate,—THOMAS STEVENSON, the intense flaming orange,—IRISH BELLE, rich lilac flushed with pink,—also one regular ten-cent packet each of KING EDWARD SPENCERS, intense, glossy, carmine scarlet,—MRS. HUGH DICKSON, rich, pinkish-apricot on cream,—also one large packet (80 to 90 seeds) of **The New Burpee-Blend of Surpassingly Superb Spencers** for 1913, which is *absolutely unequalled*. With each collection we enclose our Leaflet on culture.

☞ Purchased separately these would cost 75 cts., but all six packets will be mailed for **only 25 cts.**

Burpee's Annual for 1913

A bright new book of 180 pages, it pictures by pen and pencil all that is Best in seeds, and tells the plain truth. While embellished with colored covers and plates painted from nature, it is A SAFE GUIDE, entirely free from exaggeration. Shall we send you a copy? If so, write **TODAY**. A postal card will do.

W. ATLEE BURPEE & CO.
Largest Mail-Order Seed House
Burpee Buildings PHILADELPHIA

ECONOMY IN THE KITCHEN

SILVERWARE that is not chaperoned diligently has a tendency to develop neighborly relations with Tarnish.

☞ Tarnish is just sulphur or oxygen that evinces a partiality for metallic surfaces, like silver and gold.

☞ Silverware and sulphur, or oxygen, as the case may be, scrape acquaintance very readily, and become chummy on short notice. Then we recognize symptoms of Tarnish.

☞ The Silver-Clean Pan is a sure cure for this state of affairs. The Silver-Clean Pan is made of sheet zinc, with grids of tin soldered across the bottom, and is patented both as to apparatus and process.

☞ The simplicity of the detarnishing process commends it to housekeepers everywhere. The thing has all been worked out according to practical scientific principles, but the actual application of these principles in the kitchen requires no special abstruse learning on the part of the good lady of the house.

☞ The Silver-Clean Pan performs the twofold service of cleaning and sterilizing.

☞ It requires no more attention than an ordinary dishpan, and will stand a lifetime of service.

☞ The Silver-Clean Pan is practical, durable, economical. This cleansing process will positively not injure silverware. If it does, you get your money back, as well as the price of the silver that has been injured.

☞ Silver-Clean Pans come in single and double household sizes. Prices, \$1.25 to \$5.00. Prices for special sizes quoted on application.

☞ More than one hundred forty thousand Silver-Clean Pans have been sold since the First of May, Nineteen Hundred Eleven.

☞ References: Any Bank in Madison, Wisconsin.



RAMSAY-VANCE SALES COMPANY
FACTORY T : : MADISON, WISCONSIN

Why not mention THE FRA when writing to advertisers?

Have You a SONORA in Your Home?

FOR if you have, you are well fortified against the long Winter evenings that are on the way. A Sonora Phonograph in the home means pleasure, profit and much happiness.

Think of hearing all the greatest musical artists of Europe and America—famous bands—celebrated symphony orchestras—excerpts from the operas! The Sonora offers almost unlimited possibilities in the

way of instructive entertainment.

There be talking-machines that have a metallic, tin-panny effect—but the Sonora is none of these. Its tone-quality is practical perfection reduced to small compass, and boxed in an attractive wooden case.

The Sonora plays both sapphire and needle records, and it's the only machine that does.

This high-grade instrument possesses several special features, not common to most talking-machines. These are:

A **Tone-Modifier**, giving a beautiful, mellow tone, with all instruments listed at \$50.00 and up.

An **Automatic Stop**, making it unnecessary for the operator to stop the machine when inconvenient.

Duplex Soundbox, of surpassing tone-quality, to be used with needle or sapphire records, by substituting an extra attachment which we furnish.

Covered Cases, which eliminate the scratch of the needle.

Concealed Horn, doing away with the unsightly top horn, and greatly enhancing the appearance of the case.

When you buy a Sonora, you are assured of an instrument perfect in every minutest detail of construction. Our machines are guaranteed free from mechanical imperfections.

We have the utmost confidence in the Phonographs we make. We guarantee satisfaction in all cases. If you purchase a Sonora which does n't live up to its lithograph, we will hand you back your money and be friends just the same.

Send us your order for any machine you desire, and we will ship it to you C. O. D., with the privilege of examination at the Express Office, and subject to return, if not satisfactory. Write for Descriptive Catalog No. 4.

All prices are now subject to a discount of 25%.



Showing \$40, list style, or under our Special Offer, now \$30.00, net



\$200 Style—\$150.00, net, under this offer, with capacity for holding over 200 records, and equipped with the most powerful motor ever used in a talking machine, playing ten full records in one winding.

Sonora Phonograph Company
Manufacturers, SEVENTY-EIGHT READE STREET, NEW YORK

"And do you think that is the end of a man?"

☛ "There's an end of him, brother, more's the pity."

"Why do you say so?"

"Life is sweet, brother."

"Do you think so?"

"Think so! There's night and day, brother,

both sweet things; sun,

moon, and stars, brother, all

sweet things; there's likewise

the wind on the heath—

Life is very sweet,

brother; who would wish to

die?"

"I would wish to die——"

"You talk like a gorgio—which

is the same as talking like a

fool—were you a Rommany

Chal you would talk wiser. Wish

to die, indeed!

A Rommany Chal would wish to live for-

ever!"

"In sickness, Jasper?" ☛ "There's the sun and stars, brother."

"In blindness, Jasper?"

"There's the wind on the heath, brother; if I could only feel that, I would gladly live forever. Dosta, we'll now go to the tents and

put on the gloves; and I'll try to make you feel what a sweet thing it is to be alive,

brother!"—George Borrow, in "Lavengro."

Success is the child of audacity.—Beaconsfield.

WHAT is your opinion of death, Mr. Petulengro?" said I, as I sat down beside him.

"My opinion of death, brother, is much the same as that in the old song of Pharaoh. When a man dies he is cast into the earth, and his wife and child sorrow over him— If he has neither wife nor child, then his father and mother, I suppose; and if he is quite alone in the world, then he is cast into the earth, and there is an end to the matter."

Other occupation opens so wide a field for the profitable and agreeable combination of labor with cultivated thought, as agriculture. I know nothing so pleasant to the mind as the discovery of anything that is at once new and valuable—nothing that so lightens and sweetens toil as the hopeful pursuit of such discovery. And how vast and varied a field is agriculture for such discovery! The mind, already trained to thought in the country school, or higher school, can not fail to find there an exhaustless source of enjoyment. Every blade of grass is a study; and to produce two where there was but one is both a profit and a pleasure. And

not grass alone, but soil, seeds and seasons—hedges, ditches and fences—draining, droughts and irrigation—plowing, hoeing and harrowing—reaping, mowing and threshing—saving crops, pests of crops, diseases of crops, and what will prevent or cure them—implements, utensils and machines, their relative merits and how to improve them—hogs, horses and cattle—sheep, goats and poultry—trees, shrubs, fruits, plants and flowers—the thousand things of which these are

specimens—each a world of study within itself.—*Abraham Lincoln.*

THE human body is kept in health by simple living, which after all is a test of fitness for success. Without health there can be no success, for gain of fame or gold will not profit a man who barter away his health. The wealth of the world some day will be judged by the health and happiness of mankind.—*Elmer Lee, M. D.*

'Way for Welsbach!



WHEN the Welsbach gas-mantle flashed its beam upon the world, more than a quarter of a century ago, people saw the light, that it was good. ¶ And it came to pass that they bought the gas-mantles that Baron von Welsbach turned out, and found them so satisfactory that they have been buying them ever since, and they will go on buying Welsbach gas-mantles just as long as there are any to be had. I am told that the supply will make heroic efforts to keep pace with the demand. ¶ Speaking of demand, it is interesting, as well as significant, to know that more than thirty-five million Welsbach gas-mantles will be used this Year of Light, Nineteen Hundred Thirteen. ¶ There are now approximately ninety millions of people in the United States, which means that about one person in every three will, during the current year, visit a dependable dealer and whisper "Welsbach" in his aural organ. ¶ Every Welsbach Mantle lives up to its lithograph, excelling in physical strength, durability, brilliance, maintained candle-power, and correct color-value. ¶ A Welsbach gas-mantle will shed an even, mellifluous, cheerful, mellow radiance that resembles sunlight more nearly than any other artificial illumination in the world. ¶ Price, life and light considered, the Welsbach is the one peerless gas-mantle. It is everything that a good gas-mantle should be—nothing that it should not. ¶ You had better investigate the Welsbach gas-mantle. It will surpass your fondest expectations. ¶ No better gas-mantle has ever been made than the Welsbach. ¶ When buying, look for the Shield of Quality, the Welsbach symbol of integrity and perfection. ¶ All gas companies and reliable dealers everywhere sell Welsbach Mantles.

'Way for Welsbach!



WELSBACH COMPANY

GLOUCESTER, NEW JERSEY



The Soap That Does More Than Cleanse

No. 4711 White Rose Glycerine has been made from the same formula for the past forty years and more—a formula on which a laborious German Chemist, who had all the time there was, toiled long and earnestly, and also, be it said, vainly, until at last he hit upon the secret.

The first mission of soap is to cleanse, of course. But soap should do more than merely cleanse. Good soap should act as a tonic; also, as an emollient. It should vivify, vitalize, exhilarate, refresh, relieve the skin; lend life, tone, color; give gloss and luster to the hair.

Most soaps contain free alkali and caustic soda, in generous proportions; and these ingredients remove the soil and subsoil, taking with them, for good measure, the cuticle itself.

It is free caustic soda that gives the hands that rough, irritating, eczematous feeling, and imparts to even the sunniest dispositions a dark-brown taste.

4711 White Rose is a pure glycerine soap. It is absolutely free from all injurious and harmful substances. I know of no soap that is so delightfully refreshing, soothing, beneficent and beneficial

The delicate fragrance of 4711 White Rose is appreciated and prized by women of quality, who realize that charm of complexion is an asset second only to charm of manner.

4711 White Rose Glycerine Soap has been tried for more than a generation, and never found wanting. It is the soap for service. Your dealer handles "4711"—ask him about it.

Ferd. Mühlens, 4711 Glockengasse, Cologne O/R, Germany
U. S. Branch: Mühlens and Kropff, 298 Broadway, New York

SOMETIMES men make the mistake of getting the cart before the horse, or, in other words, some large classes of men are grievously mistaken as to the relation of the farm to prosperity. During the quarter of a century in which we were mining the fertility of the corn-belt, and selling it at the cost of mining to the great cities of the East and to foreign lands, the one thing that we wanted above all others was a market, and a market as profitable as possible. Farmers had the

create values to the utmost possible limit. The manufacturer does not create; he merely fashions. The transporter does not create; he merely takes products from where they are abundant to where they are scarce. The middleman does not create. He simply distributes products to where they are needed for immediate consumption.

The farmer alone creates; and prosperity is based on the magnitude of the creation, and not on the transportation or distribution or

idea that if factories were increased in number and the number of their operatives increased and more fully employed, then we should be on a basis of permanent prosperity—in short, that the fully employed factory was the basis of the prosperity of the country. In England, a free-trade country buying four-fifths of its feed from foreign lands, and thus largely independent of the farm, this was and still is true; but it is not true in the United States.

The basis of prosperity in our country is the farm; and the aim of legislation should be to give the farmer a square deal in both his buying and his selling, and thus enable him to

modification of form ➤ When the farmer has plenty of money and his employees are well paid, business is prosperous from one end of the country to the other; but when the farmer is living from hand to mouth, when there is not employment for labor on the farm, then there will speedily be big, black trouble for business everywhere. If the farmers were with one accord to stop purchasing everything that they do not absolutely need, we would have a panic from one end of the country to the other, from which we would recover in thirty days after the farmers began buying again according to their normal requirements.

There are large sections of businessmen who realize this fully. No one realizes it better than the railroads. Their eyes are ever upon the farm ➤ They study the clouds, note the rainfall, note the temperature; for it is upon these elements that the magnitude of their business mainly depends. ¶ The farmer must not consider himself a yellow dog behind the wagon, nor a minor factor in the great business of this nation, but as the very basis of all our prosperity. He will be all the better farmer for



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thinking so; and a still better farmer if he acts constantly on that conviction. Not only is the farmer the basis of our material prosperity, but upon his rectitude, his freedom from prejudice and from partisanship in politics, depends the permanency of our free institutions. No nation has ever survived after the farmers ceased to take an interest, an active interest, in public affairs. When the farms of the Roman Empire were tilled by slaves and great numbers of the

Big Ben



The Sunrisers' Club of Successful Men.

EVERY morning—about the land—there is a bunch of get-there men who are off the mattress at the first crack of a bell.

They swing down to their work with cheek aglow—with grit afresh—with eye alight—they're the Sunrisers' Club of Successful Men—most are acquainted with Big Ben.

They've left it to him to get them up in the world—and

he's done it so loyally, so cheerfully, so promptly, that he's already sleepmeter to two millions of their homes.

Big Ben's the clock for get-there men. He stands 7 inches tall, massive, well-poised, triple plated. He is easy to read, easy to wind, and pleasing to hear.

He calls just when you want and either way you want, *steadily for 5 minutes or intermittently for 10.*—He's two good clocks in one, a dandy alarm to wake up with, a dandy clock to tell time all day by.

Big Ben is sold by 18,000 watchmakers. His price is \$2.50 anywhere in the States, \$3.00 anywhere in Canada. If you can't find him at your jeweler's, a money order sent to *Westlake, La Salle, Illinois*, will bring him to you attractively boxed and express prepaid.

farmers had moved to town, the nation was tottering to its fall. So long as the farmer keeps a level head, does his own thinking and his own voting, the country is safe; but when he begins to vote as the politicians tell him to, when he begins to sell his vote, then gangrene has set in in the country, and even the city can not long survive unless there is reformation.—*Wallace's Farmer.*

The cautious seldom err.—*Confucius.*

doubt that a particular fragrance will bring back to the mind forms and scenes which for years had been utterly forgotten, and it seems as if the distinctive fragrance of the Lilacs had a particular charm. As we inhale their odor, the days of childhood and youth come back with a vividness that never fails to make an impression upon us.—*Florence Beckwith.*

Publicize your business, or your enemies will do it for you.—*John Lee Mahin.*

LOOKING back over many years, the shrub that has always seemed nearest to the hearts of the common people, the one which all have loved and admired, is the Lilac. To those who were so fortunate as to be "country-born and country-bred," or, next best, brought up in a country village, the Lilacs, in addition to their beauty and fragrance, have all the charm of old association, for there was no garden but had its clump of these old-time favorites. Sometimes they were planted each side of the gate, or of the doorstep, and often their location was near a window where their fragrance would be borne into the house.

There is no

HERE is a life that is worth living now as it was worth living in the former days, and that is the honest life, the useful life, the unselfish life, cleansed by devotion to an ideal. There is a battle that is worth fighting now as it was worth fighting then, and that is the battle for justice and equality; to make our city and our State free in fact as well as in name; to break the rings that strangle real liberty and to keep them broken; to cleanse, so far as in our power lies, the fountains of our national life from political, commercial and social corruption; to teach our sons and daughters, by precept and example, the honor of serving such a country as America—that is work worthy of the finest manhood and womanhood. The well-born are those who are born to do that work; the well-bred are those who are bred to be proud of that work; the well-educated are those who see deepest into the meaning and the necessity of that work. Nor shall their labor be for naught, nor the reward of their sacrifice fail them; for high in the firmament of human destiny are set the stars of faith in mankind, and unselfish cour-



Set Six Screws— Save Furniture Dollars!

It takes six minutes to drive these six screws, and the saving is \$13.25. Now if your time is worth more than \$2.21 a minute, don't read any further.

This advertisement is for those who want high-grade furniture at rock-bottom prices and approve a selling plan that actually saves big money.

Over 30,000

American Homes

buy Come-Pack Furniture for these substantial reasons. Here is an example of Come-Pack economy. This handsome table is Quarter-Sawn White Oak, with rich, deep, natural markings; honestly made; beautifully finished to your order. Height, 30 inches; top, 44 x 28 inches; legs, 2 1/2 inches square. Two drawers; choice of Old Brass or Wood Knobs. It comes to you in four sections, packed in a compact crate, shipped at knock-down rates.

Our price, \$11.75. With a screw-driver and six minutes you have a table that would ordinarily sell for \$25!



\$11.75

No. 300 Library Table
Come-Pack Price **\$11.75**
Shipping Weight, 150 lbs.
Sold on a Year's Trial

Free Catalog Shows 400 Pieces

for living, dining or bedroom. Color plates show the exquisite finish and upholstery. Factory prices. Write for it today and we will send it to you by return mail. (11)

Come-Pack Furniture Co.



253 Fernwood Avenue
TOLEDO, OHIO

Wonderful Fall-Bearing
Strawberries

Fruit in fall of first year and in spring and fall of second year. Big money-maker! 500 plants set in May yielded from Aug 23 to Nov. 11 nearly 400 quarts, which sold for 25¢ per quart. The past season (1912) we had fresh strawberries every day from June 15 to Nov. 15! We are headquarters for

Strawberries and Small Fruit Plants of All Kinds

Big stock of best hardy varieties at very low prices. Early Ozark, Sample, Dunlap, Champion, New Discovery, Omega and many other strawberries. Plum Farmer, Idaho and Royal Purple Raspberries; also Blackberries, Gooseberries, Currants and Grapes. 30 years' experience. Catalogue free. Send for it today!

L. J. FARMER, Box 322, Pulaski, N. Y.

age and loyalty to the ideal.—*Henry Van Dyke.*

DO your work—not just your work and no more, but a little more for the lavishing's sake; that little more which is worth all the rest. And if you suffer as you must, and if you doubt as you must, do your work. Put your heart into it and the sky will clear. Then out of your very doubt and suffering will be born the supreme joy of life.
—*Dean Briggs.*

THE RUBAIYAT
of Omar Khayyam



*Come, fill the Cup, and in the fire of Spring
Your Winter-garment of Repentance fling;
The Bird of Time has but a little way
To flutter—and the bird is on the Wing.*

There is no doubt that Old Omar and his religion were heathenish. Not so his verses. The Rubaiyat, though teeming with skepticism, has a certain weird and ever-new charm. The Roycrofters have just published a pocket edition. This is printed on Barcelona handmade paper and bound in flexible covers. The price is \$1.00.

THE ROYCROFTERS, East Aurora, N.Y.



The Roycrofters offer some new and different Easter Cards to carry your Spring-time Greeting. There are several styles. Each kind is five cents. We have named them for your convenience:

The Chase
The Eternal Quest
Easter Greetings
Yellow Jonquils

Get your order in early.

THE ROYCROFTERS, East Aurora, N.Y.

PERPETUAL CALENDARS



The Roycrofters have made a new Calendar of hand-wrought copper, fitted with cards for each month of the year, and the days of the months. This is a Calendar, not only for one year, but for succeeding years. The cards are printed in two colors. The Calendar is 5 inches high and $5\frac{1}{2}$ inches wide. The price is \$2.00.

THE ROYCROFTERS, East Aurora, N.Y.

ROYCROFT STATIONERY

No one thing in every-day use is so much an indication of character as one's stationery. To use the handmade paper of The Roycrofters marks one as possessing good taste and discernment.

Our recent importation of letter-paper and correspondence-cards from Italy excels in quality any of the fine papers of former shipments.

The paper, cards and envelopes all have the four deckle edges which distinguish handmade papers.

Our stock includes white, green and tan letter-paper and green and tan correspondence-cards.

The cards are $3\frac{1}{2}$ by 6 inches.

The paper is 6 by $7\frac{1}{2}$ inches.

Price for cards or writing-paper, post-paid to any address, is \$1.00 a box.

We have a limited supply of Alexandra Vellum letter-paper, which sells at thirty-five cents for a quire of paper and envelopes.

THE ROYCROFTERS, East Aurora, N.Y.

The B. F. Goodrich Co.

By ELBERT HUBBARD



MERSON said, "The first man who made a pair of shoes carpeted the earth with leather."

By making a rubber tire, Doctor B. F. Goodrich paved the roadways with rubber.

The B. F. Goodrich Company is the lengthened shadow of Doctor Goodrich.

The man is dead, but his spirit abides, and his soul goes marching on. If, from his reserved seat in the Valhalla Ad Club, he looks down on us now, he must be proud of Akron, for without The B. F. Goodrich Company, there would be no Akron.

Having just spent a half-day at The B. F. Goodrich Company Works, my adjective tank is exhausted. An expurgated chapter of *The Essay on Silence* seems a fitting thing to recite.

The roadways of the world are carpeted with Akron productions. And in the Goodrich Tire I see the gradual and sure, certain, absolute evolution and revolution of the tire industry.

Any tire that minimizes friction, lessens the danger of wear and tear on your vocabulary, and tends to keep not only your temper but your walletoski intact, is bound, in time, to get the tangible recognition of mankind—granting, of course, that it is properly publicized.

The rubber tire made the automobile possible, just as the iron rail made the locomotive a fact. If Doctor Goodrich had invented the rubber tire before Stephenson utilized the steel rail, the railroads would never have been built.

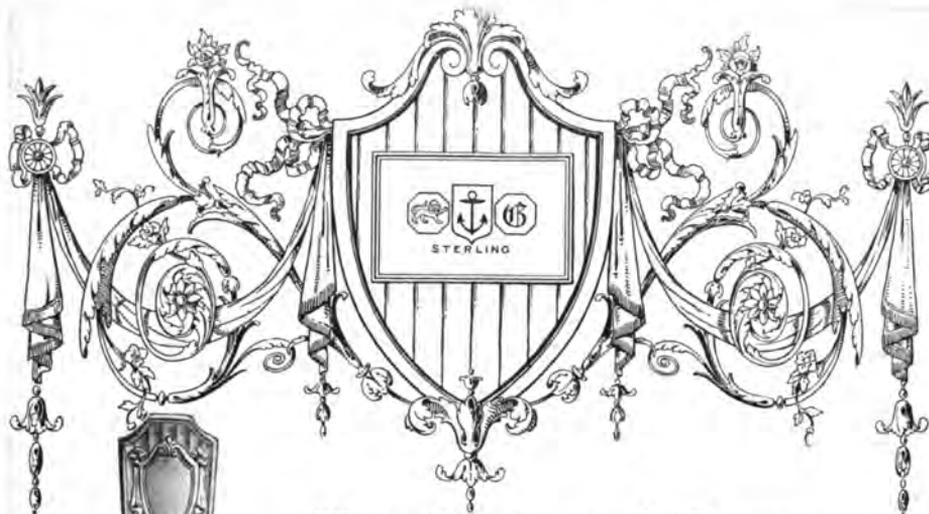
Possibly yet the streak of rust and the right of way will live only in history, passing into the realm of things that were, like the high-wheel bicycle, the beaver, the wild pigeon, the buffalo, the dodo and side whiskers.

Transportation is the second most important thing in the world; and he who lubricates transportation is a world-builder, a benefactor of his kind, and will live in the hearts of humanity.

The rubber tire traces a pedigree to the rubber hose, and the rubber hose, reinforced with cotton, traces to the brain of Doctor B. F. Goodrich.

Great was Doctor Goodrich. Great, passing great, is the institution that he founded. Every one of this vast Goodrich Family should be proud that he is connected with an institution so widely beneficent. The B. F. Goodrich Company lessens the jars of life, minimizes its bumps, speeds us on our way, and supplies a meal-ticket to one hundred thousand people. Such is modern organization.

Adios, Doctor Goodrich, my Stetson's in my hand.



The Spotswood Design

A New Pattern in Table Silver—includes knives, forks, spoons, and fancy individual and serving pieces.

Spotswood Silver is as dominating in its way as that haughty old Governor who forbade the Appalachian Mountains to shut off Virginia and extended the boundaries of his Colony to the Valley of the Shenandoah.

The adventurous dignity of the "Spotswood" design places it in the front rank of Colonial patterns, yet it also embodies the spirit of Robert Adam, who in the mid-Georgian period influenced English Silversmiths to a revival of classic taste.



SUGAR SPOON
ACTUAL SIZE

For sale by leading jewelers every where and bears this trade-mark



Governor Spotswood
Colonial Governor of Virginia

THE GORHAM CO. SILVERSMITHS NEW YORK

GORHAM SILVER POLISH—THE BEST FOR CLEANING SILVER

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THE FRA

EXPONENT OF
THE AMERICAN
PHILOSOPHY:

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No. 5

IF THERE ARE SUBSTITUTES FOR WORK,
FRESH AIR, AND SUNSHINE, THE WORLD
HAS NEVER FOUND THEM

Single Copies, 25 Cents; by the Year, Two Dollars; Foreign Postage, 75 Cents Extra

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THE OPEN ROAD

A FOOT WITH THE FRA

Eugene H. Grubb



FEW years before her death, Susan B. Anthony called on Doctor Robert Collyer, and perceiving a photograph of Collyer on the mantel, proceeded to annex it.

"Don't take that photograph," said Doctor Collyer; "I want to send it to my publisher."

And Susan B. Anthony said, "Well, I, too, want to send it away, and if I do it will never come back."

"To whom do you want to send it?" asked Doctor Collyer.

And Aunt Susan said, "I want to send it to Jove, on high Olympus, so as to make him jealous when he sees the kind of men God occasionally produces on the planet Earth."

Will the dear reader here please pardon this persiflage between a great woman and a great man and bear in mind that at the time of this conversation Susan B. Anthony was eighty-four years of age, and Doctor Collyer

eighty-one, both having happily escaped the age of indiscretion.

I have an autographed picture of Doctor Collyer and I never look at it but that I think of the remark of Susan B. Anthony Collyer had the Jovian front, but he had n't the sole monopoly of it.

We are told that "Nature never duplicates." And of most great men it can surely be truthfully said that one of a kind is enough.

The genius is a man who ebulliates at an unknown temperature. He does strange and wonderful things, and now and again produces wonderful results. But he is not consecutive.

Such men were Rousseau, Heinrich Heine, Keats, Shelley, Lord Byron, and not wishing to fight any duels I will restrain from mentioning any Americans. But the feverish, erratic writer or all-round reformer is a dangerous type of which one of a kind is usually a plethora

The Heroic Type of Man

YET there is another type, which, like the individuals of certain breeds of cattle and horses, bear a marked resemblance to one another. You know the Percheron, the Short-horn, the Holstein, the Arabian, or the

American trotting-horse when you see them. ¶ So it is with this heroic type of men. They are safe, sensible, commonsense men; often they are men who have endured great tribulations, great losses, who bear heavy burdens without repining, who are cheerful losers, and being great workers are sure winners—these men form a class by themselves.

In this class must be named Robert Collyer, blacksmith; Elihu Burritt, blacksmith; James Oliver, manufacturer; Thomas A. Edison, inventor; Joseph Parker, preacher; Wolfgang Goethe, poet and philosopher; Otto von Bismarck; Benjamin Franklin; James J. Hill. These men all look alike. They were sired by Deity and dammed by the World Spirit. They all look alike, and they act alike, work alike, laugh and play alike—deep-chested men, broad-shouldered, strong of neck, bold of beak, plenty of chin, eyes set wide apart, not too sensitive or too refined, born to endure, born to achieve—they live long and they live well, because they are workmen all, athletes, not expecting too much, and therefore never disappointed, never cast down, never defeated, filled with curiosity, teachers always—also, always pupils, going to school, learning lessons, always in the Kindergarten of God.

Nature's Aristocratic Democrat

UCH a man is Eugene H. Grubb. Look at his picture on the front of this Magazine. The picture does not flatter him; it can not. Look into his face and you are convinced that the man has nothing to hide. He is as open and free and frank as a child. He thinks well of himself, and he thinks well of every one else.

Essentially, Eugene H. Grubb is one of Nature's aristocratic democrats. I can understand how he met the German Emperor, King Edward the Seventh, the Earl of Rosebery, and various Presidents of the United States, all on an absolute equality.

Here is a man who would require no passport, no letter of introduction, no court clothes and no dress-suit.

He could borrow money anywhere on his face, just as Benjamin Franklin went to France and successfully touched the *parlez-vous* for several million francs at a time when the United States had no credit. ¶ Men who know what they want money for, what they are going to do with it, and how they are going to pay it back, are never at a loss for cash.

Friends and credit pursue the man who does not need them.

Eugene H. Grubb was a Pennsylvania Dutchman, one of a big family, brought up on deprivation, difficulty, hardship, all flavored with love—by a mother of that big, strong, generous type who never had the felicity to patronize a hospital, and who disposed of the servant-girl question by knowing nothing about it.

Young Eugene was caught in the oil-well craze as a lad of fifteen—did n't know enough to make money, and did n't want the money anyway. Boys of fifteen want only excitement. They like the rumble and roar of machinery, shooting wells, flaming fires, the buzz of wheels and the lure of starvation!

Eugene learned to use the pipe-tongs, to ride tow-horses on the canal, to swim rivers in a freshet so as to bring the wire-strung ferry over from the other side.

In Eighteen Hundred Sixty-six he went to Minnesota, because the tide of empire was setting in that direction.

There he saw flour sold for twenty-four dollars a barrel, and heard the prophecy made that no wheat could ever possibly be produced North of Red Wing.

He fired on a Mississippi River steamboat, was made First Mate, owned an interest in the boat, saw her catch fire, and then ran her aground and held her nose to the bank until every galoot was ashore—when he jumped overboard, and thanks to Providence and a hencoop swam to safety.

His knowledge of hardware, gained in the oil-fields, made him a handy helper in a blacksmith-shop, where he made plows and learned to shoe horses.

Naturally, the kicking horses and the mules gravitated to his end of the shop.

He shot ducks on Cook County marshes, and served as guide to Chicago aristocrats like Potter Palmer, Marshall Field, George Pullman; went to Creede, Colorado, when the silver excitement came; put down a mine on Aspen Mountain; shod broncs and burros for the freighters; used all the money he made in this hard work "grubb"-staking prospectors whose hopes ran high; fell in with the Mormons, met Brigham Young and heard him say, as Brigham often said, "Mine for gold and silver and some of you will get rich, but most of you will die poor; but raise vegetables and feed

the miners, and all of you will get rich"; began to divert a little stream so that it watered a garden down on the flat; saw this garden bloom and blossom like the rose of Sharon, Pennsylvania; quit raising broncs and burros; focused on a few big horses; learned to know the French breeds; pre-empted eighty acres of government land in Garfield County, Colorado, at the foot of Mount Sopris on Crystal River; sent a part of Crystal River down over his own land; planted potatoes, raised big crops and sold them for two dollars a bushel; studied the soil, bought more land; dug three and one-half miles of irrigating ditch with his own hands, and used a pick and shovel for musical instruments; raised Shorthorn cattle; exhibited a carload of Shorthorn range-bred steers at the Saint Louis Exhibition that took the sweepstakes prize; a few months later carried off most of the honors at the International Livestock Show in Chicago; bolstered up his bank-account with spuds; went to Europe in Nineteen Hundred; traveled through France, Belgium and the British Isles studying farming; was astonished to find that Americans were the worst farmers in the world; issued a report on his own account, which was published by the Department of Agriculture at Washington; later, was commissioned by the Government to issue another and longer report on comparative farming; became a writer; a lecturer, to his great surprise; does not know yet that he is a most eloquent talker, because any man and every man who talks out of his heart and talks about the things he has done and that he knows, is always eloquent, always effective, always convincing.

Grubb is a rich man, and he has made his money in farming. His two thousand acres there at the foot of Giant Sopris Mountain has taught the world many things which it does not know yet, because we learn very, very slowly. We go back hundreds of years for our wisdom, and it seeps out through the centuries and reaches us a little muddy stream, full of theological pollywogs and medical microbes.

Recently, a book has been issued, entitled, *The Potato*, by Eugene H. Grubb, assisted by his friend W. S. Guilford, Director of Agriculture of the Sacramento Valley Irrigation Company, California.

This book gives the latest word in potato-

culture. It deserves a wide and thorough circulation. The price of the book is Two Dollars. It can be obtained from The Roycrofters, East Aurora, New York.

Let it be remembered that Eugene Grubb is not an agriculturist; he is just a farmer; but he has done things in the farming line that are lessons to all America.

High prices of living have forced the issue on us, and from this time forward farming will have a degree of attention in America that it never has had before.

Some Big Potato Yields

EUGENE H. GRUBB ranks with Perry G. Holden; the Funk Brothers of McLean County, Illinois; E. L. Cleveland, of Houlton, Maine; and good old Farmer Wilson Himself of Iowa, as prophets of a better day.

The example and teaching of these men have added untold millions to the wealth of America.

☛ If any man is a modern savior of the world it is a man who shows us simple, plain people how to raise four hundred bushels of potatoes on an acre where they only raised one hundred before, and this is just what Grubb is doing. The average yield of potatoes in Great Britain is two hundred twenty-one bushels; Germany, two hundred eight; France, one hundred sixty; Russia, one hundred nineteen; the United States, ninety-four; and yet Lord Rosebery performed the astonishing feat of producing two thousand bushels on a single acre. This means one hundred twenty-one thousand pounds! This is the possible yield where every condition is understood and fully met and the Fates are propitious.

Max Grubb, son of the chief, has raised seven hundred bushels of potatoes on an acre.

Cleveland, of Houlton, raises three hundred bushels on an average on stump-fields and slashings that were sold for ten dollars an acre a few years ago.

The land that produces the best corn does not produce the best potatoes. Potatoes require cool nights. Wherever pine-trees have grown lush and lusty the soil is right for potatoes. The highest-priced farm-lands in America are not the best potato-lands, as a rule. Potato-lands are often looked upon as the discard. A good deal of gravel in the soil is no disadvantage. Swamp-land, properly tilled, often produces great potato crops, as

W. C. Brown of the New York Central has ably proved. Grubb and Brown have worked together. Grubb has been of great service to several Western railroads in putting valuable literature before the farmers and sending out demonstration-cars.

Ripley of the Sante Fe, Yoakum of the Frisco, Brown of the New York Central, James J. and Louis Hill of the Great Northern—all are debtor to Eugene Grubb.

A Great Man

EUGENE GRUBB is sixty-two. He has the merry playfulness that keeps the heart young. He is a good mixer. He can talk out of doors to farmers, and they feel at once that he is one of them, not something separate and apart, of a sort and kind beyond their ken.

Grubb has had a wonderful education, touching life at many points. He thinks of himself as a workingman, but he has rubbed elbows with royalty, and is on terms of friendship with the intellectual aristocrats of Christendom.

Grubb is greater than the President of the United States, just as is Luther Burbank. The President can only hold office two terms, then he must look for a new job. But no one can replace or recall Eugene Grubb.

He is a good animal and a great man, and if I knew the present address of Jove, I'd send him a copy of this issue of *THE FRA* in order to stir up the old Olympian and make him jealous when he saw the portrait on the front cover of this Beanazine.

Look upon the most exalted forms of beauty, such as a sunset at sea, the coming of a storm on the prairie, or the sublime majesty of the mountains, begets a sense of sadness, an increasing loneliness. It is not enough to say that man encroaches on man so that we are really deprived of our freedom, that civilization is caused by a bacillus, and that from a natural condition we have gotten into a hurly-burly where rivalry is rife—all this may be true, but beyond and outside all this there is no possible physical environment in way of plenty which earth can supply that will give the tired soul peace. They are happiest who have the least; and the fable of the stricken king and the shirtless beggar contains the germ of truth. The wise hold all earthly ties lightly—they are stripping for eternity.

The Dynamiters



Legal procedure in America has ever been of more widespread interest than the trial which culminated in Indianapolis, when thirty-eight men were convicted in the dynamite cases.

The trial lasted just three months, and more than five hundred witnesses were examined.

Judge Albert B. Anderson performed his strenuous duty with becoming dignity. Whenever possible, he gave the accused the benefit of the doubt. He allowed the fullest freedom of evidence for the defense in statements calculated to prove alleged alibis, or lack of motive, or inaccessibility.

Judge Anderson was born on a farm, and is a graduate of the University of Hard Knocks. He respects the laborer and his causes. But toward those who would live fat off of the laborer, in the name of benefiting him, he was not so lenient.

Some of the convicted men complained bitterly about their attorneys. One was heard to say, "There is only one thing we do not like about this, and that is that our attorneys are not going to Leavenworth with us."

On the other hand, it is universally conceded that Judge Anderson saw to it that the whole case was conducted with impartiality, and with as little heat and vehemence and prejudice introduced by the attorneys as possible. Further, he was not to be stampeded or coerced from his position. If a dynamite cartridge were to be placed in the building where he held court, as was repeatedly threatened, and exploded during the trial, you may be sure he would have been right there, just the same.

The chief prosecutor, District Attorney Miller, also did his work well. He had plenty of opportunity for grandstand plays, but he did no oratorical sky-rocketing.

The verdict reached by the jury was unanimous. It was the only verdict possible, and it seems to meet with the universal approval of the public at large.

Samuel Gompers, President of the Federation of Labor, of which all of the convicted men

were members, has declined to make any comment one way or the other.

Other men, high in labor councils, have expressed satisfaction with the verdict and declare that the final tendency of the result will be to eliminate that faction in organized labor which has favored violence, conspiracy and revolution.

In his charge to the jury, Judge Anderson said: "This is not a trial of labor-unions. It is a trial of men who are union officials. Organized labor is not on trial here, nor is the right of labor to organize at issue; but members of labor organizations owe the same obedience to law, and are liable to the same punishment for its violation, as persons who are not members of such organizations. The defendants were not on trial for the various explosions and the consequent loss of life and property. They were on trial for simply two offenses: One was conspiracy against the law, the good order and the peaceful well-being of the community. The second charge was the conveying of high explosives on passenger-trains, both of which offenses are covered by United States statutes."

The evidence of the actual work of destruction and the coming and going of the defendants were allowed on the trial in order to show motive. If dynamite and nitroglycerin were carried in dress-suit cases on passenger-trains, it was necessary to show who was carrying it, where the man was going, what he was going to do with the stuff when he got there.

The evidence was absolutely convincing, and in its mass overwhelming.

Credit must accrue to Detective Burns for massing the evidence and capturing the men, and the entire civilized world is under obligations to judge, jury, and prosecuting attorney for doing their work so fearlessly and well. Here is a case where justice evidently did not miscarry.

When the men were marched, handcuffed, through the street, there was no demonstration, either for or against them. They were in the hands of the law, and the law was respected.

It is a case where the conviction and sentence can not be construed as martyrdom.

The convicted men have escaped with very light punishment, indeed. But organized labor has been taught a necessary lesson, and that is,

that disregard of law, violence, destruction of property, and the consequent injuring of human life are things that will not be tolerated in the United States of America. We are not yet ready to say, "To hell with the Constitution." We are not yet ready to recall decisions of judges. As a people, we have a wholesome respect for the law.

It is not believed that these violations will destroy organized labor, but rather, that organized labor has been purified, and it has been warned.

There was a time when men banded themselves together securely in order to fight selfishness, greed and tyranny and to secure justice.

The entire tendency of the times is toward publicity. We are going right out into the white light. The gum-shoe brigade is being eliminated from every enterprise and walk of life.

Senator Kern, in his very able address to the jury in behalf of the defense, pointed to the fact that members of religious sects once had been guilty of conspiracy and had banded themselves together in order to force their conclusions on the world.

Here was an implied defense for the men under indictment. It was to the effect that these men had been carried away by their zeal for the unions, and in an endeavor to free their brothers from the turmoils of the wage system, had fought fire with fire.

The argument was largely specious, and the jury evidently so accepted it. But the judge allowed the attorneys for the defense to go the limit, and their endeavors to show that the dynamiting was all a move in the line of social equality and economic justice were placed before the jury at length.

During the trial, more than a hundred cases of dynamiting were traced. The work of destruction began in Nineteen Hundred Four, and gradually grew bolder, until it evolved into a system.

The guilt of the McNamaras was confirmed over and over.

The Fight for the Open Shop.

PREVIOUS to the formation of the American Bridge Company, which occurred about Nineteen Hundred Two, the Structural Iron Workers and the International Association of Bridge and Structural Iron Workers of North America had everything

their own way. They are rather a rough class of men, careless of life and property, and drawn mostly from the class of sailors who were crowded out of their occupation by the introduction of steam for sailing vessels. The officers of the organization ran the price per hour up from twenty-two cents to as high as seventy-five cents. And as the price of labor went up, the work deteriorated in quantity as well as quality, and the Bridge Companies and the erectors of the country were at their wits' end. The workers were drunk on success. Their one animating motive was to get as much and do as little as possible. The employers' interests and the rights of the public were waived or scouted. Some one formed the American Bridge Company—which is a consolidation of Keystone, King Bridge and other large companies—just to handle this labor problem. The smaller concerns, left on the outside of the trust, found themselves unable to compete. So they formed what is known as the National Erectors' Association, of which Walter Drew is the active head.

They decided, after they had come to an agreement with the American Bridge Company—about Nineteen Hundred Four—that the time was ripe for them to try to get control of their business.

So, in the City of New York, they began to make preparations for the Open Shop, in the erecting of the buildings.

The Erectors' Association had quarters in Union Square, and during the fight of the first year their headquarters were blown up with dynamite no less than six times during the Summer.

But the National Erectors' Association won its fight in New York City for the Open Shop, and cleaned out that class of structural-iron workers who had been causing the trouble.

And these men, out of a job and sore, drifted West, like the tide of Empire.

In the early part of this trouble the American Bridge Company entered into the California market, and succeeded in putting their buildings up with Open-Shop material.

When the fight was being centered upon the Structural Iron Workers' Union, the headquarters were moved to Indianapolis—which was made a sort of home of international headquarters of various Unions.

At one time there were as high as eleven there.

All labor-unions have a community of interests, and all these that have headquarters in Indianapolis are affiliated with the American Federation of Labor, of which, of course, as we all know, Mr. Gompers is the head.

In no single instance has there been destruction of bridges or buildings where there was not a controversy on between the open and closed shop idea.

In other words, where the work was being done under the control of the Structural Iron Workers' Union, there never was any dynamiting. But in every one of the hundred instances the work was being done by non-union labor in opposition to the Structural Iron Workers' Union.

And if Mr. Gompers ever lifted a finger or uttered a word to stop dynamiting, we do not know of it.

When the International Typographical Union decided to make a universal demand for an eight-hour day in newspaper-offices, they naturally looked to California, and they succeeded in placing the eight-hour day everywhere except in Los Angeles. They could not get a foothold there, and General Otis was the one man who kept them out.

That Fight Fund.

AS President of the California Federation of Labor, P. H. McCarthy was drawn into this controversy; and Lynch of the Typographical Union, and McCarthy went before the American Federation of Labor, in convention assembled at Denver, and asked for support in their endeavor to enforce the demands of the International Typographical Union upon Los Angeles.

The whole matter was threshed out in executive session, and it resulted in the establishment by the American Federation of what is known as the "Los Angeles Fight Fund," and the injection into the city of Los Angeles of several of the Federation's militant organizers.

Previous to the instances just related, there were no what you might call overt acts committed. There was no slugging, no dynamiting, nor any destruction in Los Angeles, and so far as the outside world knew, there was no trouble.

But immediately the funds began to be placed

in Los Angeles, and the Militant Organizers arrived, trouble began.

The fight waxed bitter, and culminated in the dynamiting of the *Times* building, when twenty-two lives were destroyed in the fraction of a minute.

As to the community of interests, and the connection between the International Typographical Union and the Structural Iron Workers: In the unionizing of Los Angeles, or rather its attempts, the whole matter was under the control of McCarthy, who recognized that as long as Los Angeles was not under the domination of the California Federation of Labor, his control of the State was not complete.

In his address before the Federation, in convention at Denver, he promised, if given support and control of money, he would whip Los Angeles into line. Through the American Federation of Labor, more than one hundred fifty thousand dollars was collected and spent in this effort.

The fight was on through the International Typographical Union, which gradually spread under the auspices of the California Federation of Labor.

A large sum of money was raised by Union Labor for the defense of the accused men. Their innocence was loudly protested, and their arrest hotly denounced.

Into the fight certain Socialists butted in. And the Socialistic papers have all along revealed a sympathy with the convicted dynamiters

No one claims that Union Labor, as a whole, nor the Socialist party, as a party, was engaged in dynamiting. But that the dynamiting was done by members of a Union, no sane man will dispute; and that popular Socialism sympathizes with the dynamiting is also true.

From these things, we draw two inferences. **First**, Union Labor, unchecked, would develop into violent and destructive anarchy, and create a tyranny far worse than the condition it now seeks to overthrow.

Second, Socialism is not a thing, it is a sentiment. And this sentiment, unrestrained, encouraged, abetted and evolved, would lead to revolution, with dynamiting and destruction as a prominent, legitimate and recognized part of its propaganda. Safety lies in a balance of power.

The original fight of the International Typographical Union became a fight to unionize every trade in Los Angeles, and naturally embraced the Structural Iron Workers, on account of the erection of steel sky-scrapers. Naturally, the Los Angeles *Times*, being the voice of the opponent of the closed-shop idea, and being a powerful one, was the red rag to the bull. And it was openly stated that the stumbling-block to the success of Union Labor was the *Times*. The *Times* was warned, but Otis refused to swerve.

The government authorities at large throughout the United States seemed very loath to begin any campaign against the dynamiters, indirectly fearing "Union Labor." With the killing of twenty-one innocent persons, however, Public Opinion was aroused.

So we can truthfully say that the credit for the complete squelching of this conspiracy, if it goes to any one person, must be credited to General Otis. He is the one man who was in the fight from start to finish.

Self-reliance is all right, but independence is out of the question. No man gets along in life without the co-operation and support of other men.

A Great Betterment



WHEN Shakespeare wrote his *Merchant of Venice*, there was not a Jew in all England. The probabilities are that Shakespeare never saw a Jew in his life. His knowledge of Jews came to him from sailors.

After their expulsion in the Thirteenth Century, the Jews did not again reach England until early in the Eighteenth Century, coming by way of Holland

The decline of Venice began with her persecution of the Jews. And when Columbus, in the year Fourteen Hundred Ninety-two, wrote to Isabella saying, "Now that you have succeeded in driving the Jews from Spain," he did not realize that Spain was already dying at the top on account of the very fact upon which he congratulated the Queen.

Holland opened wide her doors to the persecuted Jews of Spain; and Holland grew

great and powerful and led the world in the arts that go to make civilization.

The Jews were an important factor in helping the Dutch teach the English how to read and write, and print, and paint beautiful pictures ♣ ♣

But England was not commercially supreme until Eighteen Hundred Fifteen, when a Rothschild carried the news from the battlefield of Waterloo to England, beating the official post by twenty-four hours, with the news that the Corsican was in flight.

Seventy years after Christ, the Roman general, Titus, destroyed Jerusalem and dispersed the Jews.

From that time almost up to our own age, they have been wanderers over the face of the earth ♣ ♣

Originally, in Palestine, they were tillers of the soil. They had vast herds and flocks, and their farms and gardens and vineyards and forests are things that yet live in history ♣

But for two thousand years the Jews have been weaned from the soil. If now and then a Jew were given his citizenship as a special reward for some heroic service, even then he could not think of investing in real estate, for tomorrow a new ruler might come in and revoke the order.

The Ghetto Habit

THE Jew was a marked and hunted man.

Even in Germany his citizenship was not allowed until the year Eighteen Hundred Forty-eight. And he did not reach his full rights in a political way in England until Eighteen Hundred Fifty-eight.

And yet, in spite of the fact that we say there is no prosperity apart from the land, the Jew has thrived. The reason is not far to find. The Mosaic code is a sanitary code. It tells men how to live here and now. The Jew respects old age, and he reverences childhood. And the very fact of persecution has caused the Jews to be true to one another, and a bond of friendship has been evolved that has been a sustaining force and a source of life-giving energy.

That the Ghetto habit is upon the Jewish people is very obvious. Where once they were obliged to live in restricted and congested districts, they often now do so of their own accord ♣ ♣

Thus we get the astounding situation of three thousand people living in certain districts of

New York City in a single block ♣ And in London, we have seen a mortality rate in such districts of one hundred sixty per thousand against eighteen in a suburban population.

The Jew as a Farmer

THE education of the Jew as a farmer as a practical relief from the congestion of city life is no idle dream.

The National Farm School in Bucks County, Pennsylvania, is one of the most interesting experiments in modern sociology.

This school was started fifteen years ago by Rabbi Joseph Krauskopf.

The Rabbi himself came from the Ghetto, and yet he had a love of Nature and a reverence for God's great out-of-doors.

From his scanty salary he had saved up thirty-five hundred dollars. All of this money he invested in a farm a mile out of Doylestown, Pennsylvania.

Here he began the task of farming, picking as his assistants half a dozen boys from the East Side in New York.

He made the discovery—which he had always suspected—that the Jewish children are just like those of the Gentiles.

The boys took an active interest in their work. They were full of curiosity and a desire to learn, and filled with the right intent to succeed ♣ ♣

They certainly made that Bucks County farm blossom like the rose. And if there were any waste places in that vicinity, they were surely made green, for I noticed that they even painted the fences green.

The Doylestown Farm School

FOR fifteen years Rabbi Krauskopf has held to the original idea. At first the intent was the education of Jewish children, only. Now the school is undenominational and non-sectarian. All nationalities and all creeds are represented.

No longer is the Farm School an experiment. Only boys of poor parents, or of none at all, are taken. These boys are given the ordinary high-school course, with half a day at the books and the other half at work on the farm. They are charged with their board and clothes and given credit for their labor.

It is a fact that the city boy takes more kindly to farming than the country lad. The boy brought up on a farm has had an allopathic dose of farming, and his desire is to get to the city.

Through the training of these boys in practical agriculture, teachers have been evolved who are going out and establishing similar schools and colonies all over the United States.

¶ The Jew is now becoming a real-estate owner; and the fact is that he is being practically lost and merged in the mass.

No one can visit the Farm School there at Doylestown without taking off his hat to Rabbi Krauskopf.

Every spare dollar that this man has made for fifteen years, from his salary, and various fees attaching to his office, and lectures as well, has been put into the Farm School. The institution is a corporation, and the Rabbi knows perfectly well that all the money he puts in is there to stay. He will never get it out ☞ ☞

His devotion and enthusiasm are contagious.

A Real Benefactor

✱ RECENTLY spent a very happy day at the School. It is run on the colony system, being made up of a group of farms, where the boys live as farmers do and should.

¶ The boys are first taught to take care of their rooms, of their clothes, of the farm tools, and to look after stock with a loving and solicitous care.

These boys make good horsemen and good dairymen. But the best and most apparent change is in their physique. They grow strong and hardy and brown.

Herbert Spencer was right. The first requisite is to be a good animal.

There has never been any sickness at the Farm School, save at green-apple time. Rabbi Krauskopf knows how to keep well himself, and he knows how to show others how.

So great is the interest in this Farm School that there are ten times as many applications now from boys as the School will accommodate ☞ ☞

Here is a work that is bound to grow, to evolve and to be of great benefit to a vast number of people.

It is the one practical plan for relieving the congested districts of the great cities. There is room in the country. The land invites, and the high prices of living are turning the people to the country as a matter of self-preservation ☞ ☞

To take whole families from the city and put them down in a country district, and expect them to be happy, is beyond imagination.

But the boy of thirteen, fourteen, fifteen or sixteen, taken from the Ghetto, learns to love the country. He adapts himself happily to the new environment, and in time will fit himself to lead others out of the wilderness of congested city life.

The operation, necessarily, is a slow one. It is a matter of evolution. So much the more credit is due to Rabbi Krauskopf for his unflinching faith, his persistence, his patience, his fidelity and his consecration to a great and beautiful idea.

The success of this man is deserved. He does his tasks simply, quietly, surely, without blare of brass or blowing of trumpets. His work is far-reaching, and the best results of it will accrue long after his eyes are closed and his hands are folded forever.

☞

How much finer it is to go out in the woods and lift up your voice in song, and be a child, than to fight inclination and waste good God-given energy endeavoring to be proper!

☞

Land Values



N Eighteen Hundred Eighty-five, the New York State Board of Underwriters passed a resolution that they would not insure farm property in New York State under any conditions, unless the owner was engaged in some other business besides agriculture.

¶ It was shown by experience that where the farmer depended upon the farm to make a living, he found things so precarious that he became depressed. Men on half-rations never tell the truth. A man hopelessly in debt is a bad moral risk.

And so it happened that in the Eighties, when farmers insured, many of them straightway invested in kerosene. Hence the resolution of the New York State Board of Underwriters ☞ ☞

I believe this resolution has never been rescinded, but it has been overlooked and conveniently forgotten.

Farm acreage in New York State has steadily increased in value during the last ten years. Good roads and the automobile have had a deal to do with this. City men are buying

farms. Also, of course, the high prices of land have helped the farmers and gardeners. There is a market for food-supplies now such as there never was before.

Farmers are buying pianolas, victrolas, and investing in automobiles. This applies equally to every part of the United States where men tickle the soil with a plow and it laughs a harvest

It really looks as if James J. Hill's dictum, "Buy land and buy it anywhere!" was being observed.

In New Zealand, unimproved land is taxed four per cent. Improved land is taxed from one-quarter of one per cent to one per cent, according to the amount and cost of the improvements. The more improvements a man puts on his land, the less are his taxes.

Penalizing Enterprise

HERE is a growing discontent in America against placing a penalty on real-estate improvements. The tendency of the times, "back to the land," has brought out the fact of our impolitic methods of taxation

The high cost of living comes, in degree, from the high taxes that are placed on producing lands. These taxes have to be paid for by the ultimate consumer.

There is every reason to believe that it will not be long before the people of the United States awaken to the fact that it is an error to penalize enterprise and place a premium on inertia

Idle lands should be taxed into productivity, just as idle men should be taxed into activity. Everything should be working. Capital that can hide itself in land investments, and then go practically free from taxation, is tainted.

The air is pure only where the winds blow. Only running water is wholesome. Only active people are healthy, safe and sane. Buried talents are useless, and idle land, like idle hands, finds somebody still to do.

WOULD you have your name smell sweet with the myrrh of remembrance and chime melodiously in the ear of future days, then cultivate faith, not doubt, and give every man credit for the good he does, never seeking to attribute base motives to beautiful acts We are all heroes in process

Men and Land



AN Anarchist once left Russia for Russia's good.

He arrived in New York, looked around a little, and discovering that the police were keeping tab on his movements, decided to go West for his health.

It was about a year after this that some of his old bomb-throwing friends arrived in New York from across the sea. They got into communication with Anarchist Number One, writing him on the subject of the coming social upheaval—"Yours for the Revolution!" He received their letter and wrote back thus: "I am no longer an Anarchist. I have bought a lot and am planting trees and building a house."

The moral of this true story is that, when a man has bought a house and lot, he has given bonds for good behavior. He is interested in good order, in business, prosperity, good roads, schools, libraries, and every other good thing.

The home is the basis of civilization. No man ever went to war in defense of a flat.

Man is a land animal, and the man or woman who owns even a little land is a better citizen on that account.

Every mother of children should be a land-owner. Her interest in the laws will make itself felt in better nerves, stronger purpose, freedom from fear, and her mental attitude will be reflected in her children. A strong race can come only from those who live close to the soil. The farmer's boys have always and forever gone up to the cities and taken them captive

Bad boys running a garden are good boys. The idle boy, like the idle man, is a rascal.

God meant that we must earn our living, not only with our heads, but with our hands. City boys often make the best farmers. The country boy gets too big a dose of hard work and is inclined to get away to town, where there are more noisy doings; but the city boy often looks upon the land with romantic eye and takes kindly to gardening, farming, and the care of livestock. Thus we get a rotation of human crops.

And at the last, the finest crop that this country is producing is our boys and girls. The cry of "Back to the Land!" is a swelling chorus. Good roads have had a deal to do with this—not to mention autos, trolley-cars, bicycles, motorcycles and cheap commutation-tickets.

Men are living longer and living better now than ever before. The chief reason for this is that we are getting on friendly terms with Nature. We are a part of Nature; in fact, we are Nature, and the more we move with Nature, love Nature and understand Nature, the saner, more efficient and the healthier and happier we are.

The man at his work! There is nothing finer. I have seen men homely, uncouth and awkward when "dressed up" who were superb when at work.

The Way Grocers Go Broke



THE most important business in the world today is that of farming.

There was a time when the farmer was more or less of a joke. All the uncouth, bad breaks in thinking and acting were put upon the farmer; and if we wanted to call a man a mildly bad name we referred to him as a "buckwheat."

With dollar wheat, and hogs ten cents a pound, the farmer became respectable.

The farmers are paying off their mortgages, and many have a goodly balance in the bank.

Not long ago I visited a farmer in Central Illinois and he had to excuse himself and go to town in his automobile in order to collect his rents.

Distribution of Foodstuffs

NEXT to farming, or the production of foodstuffs, is the business of transportation.

Next comes the distribution of food-products, and here we get the grocer.

Over at the University of Heidelberg, the student who fails to pass in his examinations is referred to as the "grocer," the term standing for all that is cheap, shoddy, soft, silly and absurd. This comes down to us from

a time when the only man who was honored was the man who could destroy. The man who killed most and destroyed most was king by divine right, and nobody questioned his authority.

And this man proved his prowess by never doing a useful thing. Any man who worked with his hands, who made himself positively useful, was regarded as a menial and a slave.

But it is good to know that there is coming about in the world a great change in thought. "He that is greatest among you shall be your servant." It is very much easier to be waited upon than to wait upon others. To serve humanity, and to serve gracefully, effectually and well, is a fine art.

In America there are more than two hundred thousand grocers. Possibly this is a greater number than is really needed. Many of the stores are small, obscure and ill-kept—as it seems to be a superstition in the minds of a great many people that a man who has failed in everything else can start a grocery.

However, I find as I travel around over the country that a great many grocers are waking up to the fact that it is a fine thing to take a pride in your business. System, order, organization, decency and intelligence are coming gently and surely into the grocery business.

Three Trouble-Makers

HERE were three things in the business, when I clerked in a grocery-store, that eventually bankrupted the concern. Let me here say that I was not one of the three things.

The first great disadvantage was that the grocer was continually being cajoled into buying new brands that were being advertised and called for. A good many of these calls were fictitious, for people were hired to go around and ask for this particular brand. So, eventually, the grocer bought a case, a bag, or a barrel of the stuff, whatever it might be. He sold out a little of it, and the rest was on hand when he took inventory a year hence, and if he did not give it away or throw it away it remained on his shelves, deteriorating as the days went by. Money back was out of the question. The grocer was stuck.

The second great disadvantage was that he sold largely on time, and when an individual had run up a bill with him and did not pay, he dare not cut the customer off, for fear he would lose all the party owed him; so he

kept on, hanging by his eyebrows, and eventually of course was in for a goodly loss.

¶ Third, he was a victim of cut prices. His prices were made by his competitors. One dealer would cut on an article, then another, soon everybody would meet the cut, until it got down to a point where about half the goods were sold at a positive loss.

I hope some day to see business on such a firm footing that whatever a grocer buys from a wholesaler or a manufacturer, it will be on the "money-back" basis. If a maker believes in his goods, let him stand back of them; and if the grocer can not sell them, he should have the privilege of turning them back ♪ ♪

A grocer should average at least twenty-five per cent profit on everything he sells, in order to pay a fair wage to his helpers and keep his store up in shape so that it is an inviting place for customers to come.

To bring about a reformation in the grocery business is not easy, but it is bound to come. And it will come through co-operation; and wise co-operation is the way to spell efficiency.

A retentive memory is a good thing, but the ability to forget is the true token of greatness ♪ ♪

Getting Together



¶ SINCE the last issue of this Magazine, I have received upwards of sixty letters calling my attention to the fact that there is nothing unusual in the Laundrymen of the United States getting together on a social basis and inaugurating an Association of upwards of two thousand members ♪ ♪

My correspondents tell me that the same thing is occurring in more than a hundred different trades and industries.

One of my friends cites the Allied Foundrymen's Convention, recently held in the city of Buffalo, where two thousand people were in attendance, from all over the world.

Another one calls my attention to the recent Rubber Exposition in New York City.

It is a fact that all of my friends are right in

their proposition, and their criticisms in the main are well taken. But when I write about the Laundrymen, or the Jovians, I can not tell about all other similar associations in various lines of activity.

It is absolutely true, however, that competitors in the same line do not now regard each other as enemies.

There has always been a tendency in trade for men in the same line of manufacture to congregate in one district. This tendency has a positive reason behind it. These men stimulate each other to renewed activity. They help one another in various ways. In degree, they all put their ideas into a common fund, and each man takes out all he can use to advantage and benefit.

Until recent times, these similar activities, centered in one locality, looked at each other askance, and men in the same line often did not speak to each other as they passed. However, we are getting over this, and are beginning to see that there is no reason why competitors in business should not be friends.

¶ In New York City there is an institution known as the Department-Store Association.

¶ There are upwards of two hundred men in the Association, representing all the great department-stores in New York City and vicinity; and these men are competitors, and yet meet on a friendly basis, and all are the gainers ♪ ♪

Men who can play together, laugh together, joke together and eat together, are not afraid of each other thereafter. They take each other's measure, and they think well of each other.

This getting together makes for good health, gives courage and lends animation.

It eliminates fear, hate, doubt, prejudice. It means a better understanding of the wants of the people, and a better ability to serve the people ♪ ♪

Also, it makes for honesty and truth. The liar is a man usually with a very limited acquaintanceship. You can not lie to a large number of people. In an association, nothing but truth goes.

You can deceive a few people, but you can't deceive a thousand. Let me see! What was it Abraham Lincoln had to say on this subject?

As a man grows in experience, his theories of conduct become fewer.

Some Things I Saw



HAVE been out on a lecture-tour under the kindly care and guidance of the Ad-Men.

¶ I began the oratorical trouble at Chicago; journeyed up to Minneapolis; then on to Fargo, one of the richest and finest little cosmopolitan cities in the world.

From Fargo it is a day's run to Winnipeg.

Winnipeg, like Fargo, deserves a chapter, or, better still, a

whole edition. ¶ The man who tells the story of Winnipeg truthfully will probably be put in the Ananias Club, or at least on the waiting-list. I think, however, some day I will chance it

From Winnipeg to Moose Jaw in this land of magnificent distances is a little jaunt of, say, five hundred miles.

From Moose Jaw to Medicine Hat is two hundred fifty miles more.

From Medicine Hat to Spokane is five hundred miles.

Spokane was keyed by Kirt Cutter, a modern Leonardo, with the help of Davenport, Muffinmaker plus, playing the part of patron. Davenport is Lorenzo the Magnificent to every good and beautiful thing.

Seattle is still leveling her hills, also leveling her social inequalities with the aid of the women

Portland, Oregon, is experiencing a new birth. Sam Hill is building roads unequaled by those constructed on order of the late Julius Cæsar; and State Superintendent of Education Alderman is inaugurating school-gardens and commonsense pedagogy everywhere.

My old friend, C. E. S. Wood, peaceful anarchist, poet, painter, lover of first editions, attorney and businessman, is holding his gentle sway.

When a legal light turns anarchist, and yet upholds the law, the millennium surely approaches.

Governor West rides horseback across the State on little jaunts of two hundred miles and more, stopping with the farmers along the route, few of them knowing that they are entertaining a gubernatorial angel.

One agrarian hesitated a little about taking

the stranger in overnight. It was growing late. Angry storm-clouds scurried across the face of the Western sky. Savory smells of frying bacon came from the shack. The traveler in half-desperation said, "I am the Governor of Oregon."

"Stop right there," the man replied. "I'm somewhat of a liar myself, and any man who can invent a story like that should be rewarded. Sure, stranger, light! There's a plate on for you in the kitchen. Turn your horse in the corral, and the virtuous haymow is yours."

¶ Then there is my old college chum, Bill Hanley, sweetly smiling in spite of the fact that he has to pay taxes on two hundred thousand acres of land.

When you call on Bill and tie your horse at the front gate, you have to walk thirty-seven miles to his house, which is in the middle of his ranch.

Bill was born in Oregon. Few men of fifty-six have had that felicity. William dotes on Omar Khayyam, and if you don't look sharp he will pull his Rubaiyat on you, every time. Bill is also strong for Woman Suffrage, babies and orchids, and once a year, when he shears his sheep and sells his wool, he comes up to Portland with a bedtick full of mazuma.

The California Missions

¶ T San Francisco you put your horse in the shed at the Saint Francis, the Fairmount, or the Palace. I go to the Saint Francis, because the Saint Francis is the monument which Bill Faville of East Aurora has erected to himself as a token of his own genius as an architect

The Saint Francis is to be increased in size. The vacant lot is there; the plans are made; the materials are on the way. Ask Woods Himself!

The modern Sons of Saint Francis are a hustling, happy, healthy bunch of boys. They admit the fact that they are on earth, and for the next two years San Francisco will be the Mecca of all good Ad-Men, and we will all be Shriners

From San Francisco to Los Angeles is, say, five hundred miles. You go by rail or boat, and find yourself in the playground of the American people.

Of course, while you are in Southern California you will visit Venice, the Coney Island of the Pacific, Hollywood, Point Lookout and Mount Lowe. You will also spend a few days

at beautiful Riverside, the second richest town in the United States per capita, and the center of the orange-belt.

At Riverside the Ad-Club is made up of Colonel Frank Miller, who holds the office of President by divine right for life. Not only is he President, Secretary and Treasurer, but he is the entire membership roster in himself.

¶ Frank Miller is the modernized avatar of Father Junipero Serra.

What Charles F. Lummis and Rodman Wana-maker have done to perpetuate the fast-fading traditions of the North American Indian, Frank Miller of Riverside has done for the California Missions.

These California Missions represent a distinct chapter or epoch in American History. There was a line of these missions, one every forty miles, from San Diego to San Francisco, where the traveler was made welcome.

They were a sanctuary for the hunted, the oppressed, the needy, and a resting-place for the well-to-do and prosperous.

They held vast estates with countless cattle, fields far-reaching, wide and magnificent.

They had a distinct appreciation of music, poetry, art. They lived their day, a scant hundred years, and then slowly died the death, leaving behind them ruins noble and pathetic to attest the excellence of these men turned to dust, and buried in forgotten graves. They died because men, male men, never perpetuate anything ♣ Where men leave women out of the equation, civilization withers, pines, and slowly takes her flight to a more congenial clime ♣ ♣

The Mission Inn

✱ IN the Mission Inn at Riverside, Frank Miller has resurrected for our benefit much of the spirit of that far-off time. Here you listen to the matin-bells and the songs at vespertide. You see the cope and cowl of those who called men to prayer. You see the cloistered walls, the trailing vines, the luxuriant flowers, the pictures, paintings, altar-cloths, windows, all reproduced; and this in a hotel where the tired traveler is welcome just as he was in the Mission that stood on this identical spot in years ago.

A new word should be invented to describe Frank Miller's Mission Inn.

The place is not a Hotel; it is not an Inn. It is far more, something beyond. It is a lesson in history which keeps alive the poetry, the

pathos, and the traditions of a band of men of high intent filled with a holy ambition.

The music-room at the Inn is a reproduction, conventionalized, of the interior of one of these peculiar old churches. The balcony, the niches, the alcoves, the exquisite Saint Cecilia windows, the brocaded panels, and the rare old paintings and unique carvings form a picture long to be remembered.

I noticed that visitors on entering this room involuntarily removed their hats, and spoke, if at all, in subdued whispers.

The atmosphere of the place is peculiar, and symbols dignity, worth and reverence.

The servants move silently, surely, intelligently, about their duties, seemingly amice-attired and stoled with the sacred tippet.

To believe in yourself and have faith in your mission is just as necessary in a hotelkeeper as in one of those holy fathers of old.

John J. McClellan

✱ IN this music-room at Frank Miller's is a cathedral organ, one of the best in America.

The day I was last there, happily for me, the organ was being played by my old friend, John J. McClellan, of Salt Lake. McClellan is organist at the Tabernacle, but he does not call himself "Professor." Yet if any man has the spirit of old Sebastian Bach, it is this man McClellan. He is a wizard of the keys.

I once stopped over three days in Salt Lake, just to attend one of McClellan's recitals. I thought I had heard organ-playing before, but the exquisite modulations, the tones and tints of sweet sounds that this man produces can not be described. They must be heard—and more, they must be felt. McClellan does not play with his hands and feet; he plays with his heart and head, and the keys respond to love's caress. Only high intelligence, sympathy and superb imagination can produce great music.

¶ What Paderewski is to the piano, McClellan is to the pipe-organ.

McClellan has several assistants, among others Edward P. Kimball and Tracy Y. Cannon, who play nearly as well as their leader. These Mormons produce every sort and kind of crop, including musical geniuses.

From Riverside to Salt Lake City is an easy ride of seven hundred miles.

Folks in Salt Lake travel. They seem to have the money, and they have the leisure.

The Mormon boys are sent round the world in

pairs, not alone to expound their faith, but to find out what the world is doing, and saying. Much travel has made the Mormon people cosmopolitan, and through meeting all nations they have sloughed provincialism. They are not villagers.

McClellan and his gifted assistant, Giles, whom I met at Riverside, have taken their turn as globe-trotters, studying music as they strolled. Germany, France, Italy, have been their playgrounds.

In Salt Lake these young men have given more than three thousand recitals, to audiences varying from two thousand to ten thousand people

There is a distinct artistic atmosphere at Salt Lake. The Mormons make great use of instrumental music. Their choral societies deserve to rank as a pattern for all America.

There seems to be a general idea among the yaps and yokels of the effete and dreamy East that the Mormons are a morose, fanatical, and awfully serious people. Forget it—they play games, laugh, sing, dance, and swim in the surf. Also, they work, and the best work is always done by those who have the ability to laugh and play.

True, they are sincere, but they are not so very serious. After Brigham Young started a sawmill he used the first lumber turned out for a dancing-platform.

Then he built a beautiful theater, long before the days of the railroad. This theater was so in advance of the times that even today, in the year Nineteen Hundred Thirteen, it is a most serviceable, commodious, safe and beautiful auditorium. I have had the pleasure of speaking in it several times. It is a sort of landmark, and although Salt Lake has several theaters more modern, the old "Brigham Young Theater" ranks well.

These people love the traditions, and while they are doing up-to-date things, yet they reverence the old.

A City Set Apart

X HAVE been coming to Salt Lake for the past twenty years; and to a degree I have seen the new Salt Lake City evolve.

Fifteen years ago there was not a single paved street in the city. Now there are more than fifty miles of pavement. There is one street that is paved for five miles and more, and it is a street a hundred feet wide.

Salt Lake is laid out on a big, broad and gen-

erous plan. You realize it on first landing at the station, where the railroads seem to have plenty of room for tracks and trucks.

Along many of the streets you will find water running cold and sparkling, dashing from the mountain-side

Salt Lake City has features that set it apart as peculiar and unique from any other American City: the width of the streets, the cleanliness, the order, the splendid homes, the shops, stores, banks—and best of all, a hotel that has no equal between Chicago and San Francisco.

There are a few apartment-houses, built on strictly modern plans; but one wonders why flats should ever be built here, where land is so cheap that even the poorest man in Salt Lake can own a farm if he wants to. I sort of imagine that there is a growing disfavor toward the flat in these Western cities, where land is to be had in such abundance, and distance is annihilated by the automobile and the trolley-car.

Not only are babies objectionable in flats, but the actual fact is they are more or less impossible. People who live in flats are like animals in captivity—they do not reproduce. Man is a land animal. He belongs on the ground, and he is only safe, sane, sensible, well and happy when half of his time is spent close to Mother Earth

The Civic Spirit

C HILDREN do not thrive in flats. No man ever went to war in defense of a boarding-house. If people who live in flats fight with anybody, it is with the landlord or among one another.

In one sense Salt Lake was always a city of homes, but the homes being erected now are of a distinct American type, representing the bungalow style of architecture, modernized, extended, conventionalized.

There is one company in Salt Lake that has erected something like four hundred houses, without in any instance absolutely duplicating the architecture.

If you want to get a good index of the family, don't judge by the front veranda—judge by the back yard. There is a Back-Yard Association in Salt Lake that has offered prizes for back yards, and interested the children, especially, in laying out flower-gardens and little miniature farms.

Gardening here is taught in the public schools, for agriculture in Utah is a fine art.

The Agricultural College at Logan has given an impetus to scientific agriculture that is distinctly observable all through the Central Rocky Mountain District.

In this newly built residence district, I saw that fully one-half of the houses were equipped with sleeping-porches, and that sleeping out of doors was the rule and not the exception. And do you know what this means? It means that you increase your efficiency twenty-five per cent, or more.

The average temperature in the Winter is around fifty degrees, and seldom falls much below the freezing-point. In Summer the temperature is seldom above seventy-five in the middle of the day. There is not another city in the United States where the snow-capped mountains are always in sight, and where you can go mountain-climbing, see Alpine scenery, revel in the snow, and in an hour by trolley-car reach the sea and enjoy a salt-water plunge.

Agriculture Paramount

 ALT LAKE CITY has a population of a hundred thousand people, and is rapidly growing. Fifteen years ago there were marks, more or less, of the boom town, but now the pioneer aspect has entirely disappeared 

There are twenty-six graded schools, all built of brick or stone, mostly two stories, with wide and extending playgrounds. And among those recently built, there are also school-gardens and supervised playgrounds attached.

Salt Lake can give the world lessons in pedagogy. Well has it been said that the finest crop here is the children. The Kindergarten has always been a feature.

The business of the first Mormon settlers was agriculture, and the traditions still survive, for Salt Lake has never lost touch with the men who sow and reap, and all those who go forth to their labors until the evening.

Here labor is respectable. Here old age is revered. Here children are welcomed as gifts of God. The injunction, "Honor thy father and thy mother," is accepted literally; also, the same applies to the words, "Suffer little children to come unto me and forbid them not, for of such is the Kingdom of Heaven."

Among the many businessmen I met in Salt Lake City, scarcely one of them but is interested directly in farming.

A Prosperous People

 HE Mormons have made money faster than any other people have ever made money in history. From the year Eighteen Hundred Fifty to the year Eighteen Hundred Eighty, the increase in wealth was at the rate of eleven hundred dollars per person, including women and children.

This is a record unequaled by any other people wherever statistics have been kept.

And the money was made out of agriculture. Brigham Young said to his people: "If you mine, some of you will get rich. But most of you will die poor. If you feed the miners, all of you will get rich."

The golden spike, joining the Union Pacific and the Central Pacific Railroads, was driven in Eighteen Hundred Sixty-nine. The Mormons took a big and important part in building this railroad. Many of them were engineers, foremen and contractors, but their principal work was to feed the men who built the railroad 

Three hundred years before Christ, Aristotle said, "The land that will produce beautiful flowers, luscious fruits and nourishing vegetables is bound to produce a happy, intelligent and prosperous people."

And Thomas Jefferson said, "They who till the soil are the chosen people of God."

Then comes Alfred Russel Wallace and avers that the first factor in the education of man was his domestication of animals. As man domesticated animals, so did he domesticate himself. In educating the brute he achieved his own education.

Beyond this, when he takes an active, hearty, scientific interest in agriculture he is still further evolved; for the animal and vegetable kingdoms are complementary parts of each other 

Man evolved from the savage into the nomadic stage, then into the agricultural, and next comes the commercial stage.

The nomad does not plow and sow and reap, because he moves with his flocks and herds.

 When he begins to till the soil, he remains in one place and has to become a partner of Nature. For the first time then he owns a home. There is no such thing as civilization when men forsake the soil. When men crowd into the cities and desert the land, degeneration and dissolution are hammering at the gates 

Manufacturing, distribution, banking, advertising and all of the manifold occupations of men must go forward, hand in hand, with tilling the soil. Also, men do not successfully till the soil without the aid of women. They may fight, but they will not farm unless women and children help.

A Cosmopolitan City

THE new High School now being built in Salt Lake City covers a tract of ten acres, and agriculture, including horticulture, will be duly taught and emphasized.

At Salt Lake City the civilizations seemed to meet and mingle. At the Union Station, this morning, I saw Indians, Japanese, Chinese, Germans, French, English, Scotch, Irish and Scandinavians.

Here all religious denominations are represented. On Brigham Street—a most noble thoroughfare—is a Catholic Church, built on land donated by Brigham Young. Brigham Young also donated land to the Methodist, Baptist, Presbyterian and Lutheran denominations, all of which gladly accepted the bequests, and they hold the property free of taxation. I gave a lecture here in the Methodist Church, and I noticed that the Methodist brethren were on very good terms with the Mormons and spoke very highly of them. Business blends.

The Mormons certainly have the great primitive virtues for which, so far, civilization has never found a substitute. Industry and economy are their watchwords.

As a people, they prize good health and living close to the soil—their hospitals are mostly for aliens. Nature is kind to them. They are well, happy, strong, efficient, and above all they are truthful people. Mormons are honest. They pay their bills. They keep their promises. Their basic faith, in fact, is that of the so-called primitive Christians as represented, say, by the Quakers, Shakers, Dunkers, Zoharites, Mennonites and Lutherans.

Drunkennes, poverty, crime, insanity, are unknown among them, save in those rare and exceptional instances where the individual falls from grace and takes on the refinements of so-called civilization as found in our cities.

I discovered that, although there is a small army of Mormon elders traveling over the earth all the time, yet these elders come back loyal in their faith, unpolluted, and true to the traditions of their fathers.

In the course of my visits to Utah, I have spoken at the College in Provo, at the Brigham Young Theater in Salt Lake, at the Normal School, in Barrett Hall, in a church auditorium, at the University and also in the Tabernacle.

The Mormons have no paid priesthood. They maintain a free platform, and anybody who has anything to say can get a hearing in Salt Lake.

President Taft, ex-President Roosevelt, William Jennings Bryan, Thomas Brackett Reed, and others of very pronounced political opinions and fixed religious views have spoken in this Tabernacle.

Here is a building built without the sound of a hammer, erected before the day of the railroad. It seats eight thousand people. Its acoustic properties are so perfect that you can literally hear a pin drop, from one end of the building to another.

In this building there is a pipe-organ which, when erected forty years ago, was the best of its kind in America, and I believe it pretty nearly holds the rank yet. Here free concerts by musicians of rare skill are given to the people throughout the year.

Just across the street from the Temple has been erected a new hotel, The Utah, which literally throws the Temple and the Tabernacle into the shade.

The Utah Hotel

X KNOW the hotels of America and Europe as well as the next, and I know of nothing that is finer, more elaborate, more complete, or that is so highly artistic, without being garish and fussy, than The Utah Hotel here in Salt Lake. It cost two million dollars without the land.

The building occupies a site that is exceptionally fine. From the roof one can get a view overlooking the entire city. The building is so completely fireproof that no insurance is carried. There are no buildings in the same block or in the immediate vicinity that endanger it as a fire hazard, and the exceptional width of the streets makes it doubly safe.

The service is as fine as can be found in any of the best hotels in New York, San Francisco or the capitals of Europe. And yet the prices are moderate.

Salt Lake City has one great advantage over most cities in the matter of economical living. For a hundred miles North and the same dis-

tance South, with a width of fifty miles or more, the land is one great garden-spot. Vegetables, fruits and flowers here are found in a profusion not to be found anywhere else in the world. For this, let us thank the genius of Brigham Young, who was a civil engineer, and the first man in America to put irrigation on a scientific basis.

To this one thing does Utah owe her wealth—labor and water intelligently applied to land.

¶ All dining-cars on the Oregon Short Line, the Union Pacific, the Los Angeles-Salt Lake Route, and the Denver and Rio Grande stop here to restock their larders. At all seasons of the year you will find on the depot-platforms great boxes and baskets of celery, cucumbers, potatoes, tomatoes, carrots, beets, onions, cauliflower and spinach. And in the season, blackberries, currants, strawberries, plums, peaches, apples, pears, are also seen in great abundance and great variety.

The Utah Hotel was built at an expense of nearly two million dollars. It has more than five hundred rooms, all with connecting baths. It was prophesied at first that this hotel could only be run at a loss. But the prophets, this time, were mistaken, for the hotel is running full, and there is in process of construction an addition which provides one hundred twenty-five extra rooms.

An Inland Empire

¶ PEOPLE on the way through to or from San Francisco, Portland or Los Angeles stop off here for a day of rest and to get a big mouthful of fresh air, and a smell of the Salt Sea. ¶ The mountains invite the climber. The plains are a lure to the one who wants to take a more moderate exercise. The automobiling is superb, and over at Saltair the bathing-beaches beckon.

The Utah Hotel has greatly increased the number of visitors, as well as lengthened their stay. And the railroads, getting the lay of the wind, gladly and graciously issue stop-overs to suit, on all tickets.

Ten miles away, connected by trolley-car and steam-roads, is the town of Garfield, where is located the largest copper smelter in the world. The ore is brought directly from the mountains, but instead of tunneling into a mountain, these hardy engineers simply fall on the hillside with their dynamite and steam-shovels, and transport the mountain to the smelter ☛ ☛

There was a time when the Mormons did very little mining. Now they are at it in a big way, with every improved device that science supplies. Mining and metallurgy are taught in their colleges, and classes are sent out prospecting, for these people are pragmatists and practical to the limit.

Faith and good engineering can certainly remove mountains. The ore they mine at Bingham shows only four per cent copper, but with modern machinery this means millions of good money, a deal of which finds its way into Salt Lake City banks.

Salt Lake City is a great banking and distributing center. It serves a territory six hundred miles square ☛ It is an inland empire, and as yet this empire is practically undeveloped ☛ ☛

A Religion of Service

✱ SOMETIMES think that the greatest book ever written is *The History of Civilization*, by Thomas Henry Buckle.

Buckle began his preface, and the preface extended itself into a volume, and Buckle passed out, his book unwritten; but the argument of the preface is immortal and the volume lives ☛ ☛

Any book that is read a hundred years after its publication, and is still being discussed and widely quoted, certainly has in it a deal of the saltiness of time.

Buckle states some classic truths; and the classic thing is that which never dies.

One thing that Buckle avers is that *The Wealth of Nations*, by Adam Smith, has influenced the world more profoundly for good than any other book ever written, save none.

¶ Naturally, Adam Smith was Scotch.

If Bobbie Burns wrote the greatest love-poems ever penned, and Thomas Carlyle wrote an immortal history, to wit, *The History of the French Revolution*—which we have been told is neither history nor poetry, but which is immortal—let the further credit also go to the Scotch that business as a science was their suggestion ☛ ☛

Oatmeal, haggis, hard times, difficulty, obstacles, form a wonderful diet; and the Scotch have put their brand upon all the mavericks in literature, art and science.

Buckle's book is really a digest of Adam Smith's *Wealth of Nations*, conventionalized, and the argument put in the form of a brief.

¶ And this is its recurring theme, its motif

and its claim: The things that influence civilization are not its warriors, preachers or reformers—progress comes through the struggle for bread and the effort to make a home ☛ ☛

We are changed through our activities, and when you give a man a pleasurable job, put upon him responsibility, set him to work, he then, for the first time, gives bonds for his good behavior and evolves the virtues that make for length of days.

The only men who build institutions are the men who are true to their women, true to their children, true and loyal and reverential toward old age.

Any man who has not read Buckle should; and he who has once read the book would do well to read it again.

All creeds, held simply as intellectual beliefs, have small effect on the man, save as he works his belief up into his daily toil.

He who would understand the Mormon people and get a true glimpse into the reason and cause of the growth of Utah must study history in the light of economics. Once know the chain of facts in the lives of the Mormons, and the rest is easy.

The Mormons have no paid priesthood. All are workers. Indeed, Mormonism to me is a matter of economics.

It is all cause and result, sequence and consequence, supply and demand.

In this success there is no myth, miracle or mystery. Metaphysics can be eliminated.

These people have prospered simply because they have moved in line with Nature; and no individual can grow strong save as he lays hold on the forces of Nature.

"We are strong only as we lay hold on the eternal," says Ralph Waldo Emerson. And the eternal to us, in the year Nineteen Hundred Thirteen, is made up of the natural laws that surround us, some of which we know, feel, understand and formulate.

And as the life of the nation is mirrored in the life and evolution of the individual, so the history of these Mormon people reveals the evolution and growth of the State of Utah. ☛ And the growth and evolution of Utah, in degree, stripped of its non-essentials, mirrors the growth of America.

The population of the world today is sixteen hundred million. ☛ The population of the United States is one hundred million.

The wealth of the United States is one hundred fifty billion dollars.

The wealth of the world is four hundred fifty billion dollars. It will thus be seen that while we have only one-sixteenth of the population, we own one-third of the wealth. This wealth has practically been evolved in two hundred years; and one-third of it has been amassed during the last sixty years.

In England, nine men out of ten die penniless, and sixty per cent of all those who live to be seventy years of age are paupers and are buried at the expense of charity.

Among the Mormon people, no adult member of the church has died penniless, and pauperism is absolutely unknown. The vital things in the Mormon religion are not faith and belief—they are industry and economy. The Mormon religion is a thing to live, not to talk about ☛ ☛

The Beginning of Things

MOST great migrations have had a cause based in religious belief.

The Children of Israel, making their exodus from Egypt, were distinctly a religious people.

☛ The Pilgrims, the Puritans, the Huguenots, the Quakers, the Shakers, the Mennonites, all came to this country from across the sea, in order that they might enjoy religious freedom.

☛ The Mormons sought the Far West for a like reason. ☛ Misunderstood, consequently persecuted, religious fanaticism drove them afield ☛ ☛

Like the Israelites of old, they sought a Promised Land.

The band of Mormons that first entered the great Salt Lake Valley consisted of one hundred forty-three men, three women and three children, with ninety-seven horses and fifty head of cattle.

They had made a severe, tortuous, dangerous march across the prairies, the plains, the desert, and through the defiles of the mountains ☛ ☛

Worn, weary, some of them sick, the great stretching valley looked to them like Paradise. Here they would rest. They arrived July Twenty-fourth, Eighteen Hundred Forty-seven ☛ ☛

Fabled accounts of this valley had come to them. And their guide, Jim Bridger, famous as a scout, a trapper, an Indian fighter, and also as a disciple of Munchausen, had pictured to them the beauties of the locality.

And here it was, stretching, smiling, placid, beautiful beyond words, at their feet.

Brigham Young, their leader, a man of the sternest commonsense, caught the spirit of enthusiasm of his fellow-travelers, and proclaimed to them that this, indeed, was their Promised Land. ¶ They had brought along a few garden-seeds—lettuce, beets, onions—and one man had a dozen potatoes that he had carried all these thousand miles from Saint Joe, Missouri; another had a peck of oats; another a half-bushel of wheat.

Jim Bridger belonged to the Nomadic and Savage Stages. He had no faith in agriculture as a business. When he heard of those potatoes hidden away, he proposed that they should be forthwith boiled and distributed for food.

¶ Several of the Mormons had brought ears of corn, and Jim Bridger had offered them a dollar an ear for every ear they could raise on the desert.

But the very first morning after they had reached Salt Lake Valley these hardy pioneers, with faith plus that this was, indeed, the Promised Land, set to work and planted their potatoes, corn and garden-seeds.

They brought water in buckets and in their hats from the dashing mountain-stream.

As they planted, they also prayed, for there were very great doubts as to whether these seeds would spring into being and evolve and grow and blossom and ripen.

Seeing his men carrying water in buckets and utensils, Brigham Young set to work to dig a ditch gently diverging from the mountain-stream. It was a simple proposition and the most natural in the world. In two days this ditch was watering twenty acres.

And that ditch was the first attempt at irrigation on the North American continent.

These people set to work at once building log houses. They would travel no farther, roam no more; here would they rest; this would be their home. Their prayers were answered, as the prayers of labor always are.

In three days the seeds began to burst up through the soil. In a week the potatoes had sprouted, and the corn, oats and wheat were reaching out towards the sunshine.

And these exiles laughed aloud and wept in joy and sang the songs of Zion. God was surely on their side.

Adam Smith says that all wealth comes from labor applied to land.

In a desert country, water must be applied to land. Also, we add another factor, to wit, intelligence ☪ ☪

So the Mormons applied labor, water, intelligence, high hope, and faith to the land, and it blossomed a harvest.

In ten days after their arrival, Brigham Young sent back a dozen volunteers to the East, with the glad tidings that the Promised Land had been located; that God had answered their prayers, as the seeds were sprouting and the harvest was sure to follow.

And so these men retraveled all that weary thousand miles. It took them three months. They were young and strong and hardy. It had taken six months to make the journey to the West, but now they went back in half the time ☪ ☪

In six months more the second band arrived, made up largely of women and children and wives and sweethearts—families of the men who had gone on before.

They had only a few ox-carts, and the journey was made mostly on foot. Many of the women pulled carts behind them, and others carried bags of seeds, household utensils, and farming-tools ☪ ☪

These people had no money. What was the good of money when there was nothing to buy? Any wealth that they might possibly secure could not be annexed; it must be gotten out of the soil. Luckily, game was abundant, and there were skilful hunters in the party.

Religious faith buoyed them up.

Jim Bridger recalled his offer of a dollar an ear for corn, and swore he had never made it. The Mormons raised several bushels of corn the first year, for the season was lengthened in answer to prayer, or for some other reason, and the frost did not nip the ripening grains.

¶ The wheat, oats, corn and potatoes they raised were not used this first year, but zealously, jealously, every kernel of corn and wheat was saved, as well as every potato.

The next Spring these were planted. Careful records were kept of all these experiments. And behold, this second year these people raised a thousand bushels of corn, a thousand bushels of wheat, hundreds of bushels of potatoes, and great crops of melons, beans, peas and other garden-vegetables.

The principle had been proven. Water applied to land was making the desert blossom like the rose. The waste places were being made green.

The fruit-trees were growing and flourishing, and the promise of harvest was on every side.

¶ They were rich! Because any one is rich who has shelter, abundant food and fuel, and opportunity to work.

Think of carrying poultry all those thousand miles, and of the hens, when they arrived in the Salt Lake Valley, laying eggs—priceless eggs! ☛ ☛

Then every egg was saved and hatched. Here again prayer was answered, for we are told that every egg, without fail, hatched.

Certainly, we will not dispute the statement, for in the year Eighteen Hundred Forty-nine—two years after the Mormons reached Salt Lake—when there was a great rush of gold-seekers to California, the Argonauts all stopped at Salt Lake to rest and refresh themselves. Here they found fruits and vegetables in abundance; also, butter and eggs—but butter was a dollar a pound and eggs a dollar a dozen. Strawberries were fifty cents a quart. The gold of the miners was exchanged for these farm-products.

Prices were maintained, and in Utah, for twenty years, butter was a dollar a pound and eggs a dollar a dozen, with no fluctuation in price, no competition, no endeavor to bull the market, and no desire on the part of the bears to depress it.

Then it was, in Eighteen Hundred Forty-nine, that Brigham Young said to his people, "If you mine and search for gold, a few of you will die rich, but most of you will die poor; but if you feed the miners, all of you will get rich."

¶ The business of the Mormons was to feed the miners. The Mormons were the advance-guard of civilization. The miners came West after the first Mormons had settled, and they found civilization already established.

Every few months there were new acquisitions to this colony in the Promised Land. Up and down the Valley, the farmers settled.

Men, women and children, and especially women—homeless women, friendless, discontented women, abused women, forsaken women—found here a sanctuary, a place to rest, a place to work, a place to worship God in sincerity and in truth.

A religious concept has always been supreme in every community that has succeeded. For the lack of it, communities without number have failed. It is the Something that binds people together and holds human hearts in leash ☛

Brigham Young was not only a prophet, but was also a businessman, a civil engineer, an economist, and best of all, was ballasted with great commonsense. "Latter-Day Saints," they called themselves. And in the light of the latest definition they were saints, for a saint is a man who works. And Thomas Jefferson said, "The Chosen People of God are those who till the soil."

A Community of Pragmatists

✱ T is the belief now, among all thinking men, that Moses, when he led the Children of Israel out of captivity, was not a religious fanatic, but a pragmatist, and a pragmatist is simply an opportunist. Moses did the thing he could do. He managed his people in the only way he could manage them. He did for them what was best; and the Mosaic Code is a sanitary code. It is a code for the Here and the Now. It is a mode of living, and it is the sensible mode.

The Judaic Religion was a commonsense religion. It has passed through periods of fanaticism, but again, at this writing, for the most part, it has emerged out into the clear sunlight of reason. Rational Judaism is a universal religion, and its cornerstone is commonsense.

¶ And the same can be said of the Mormon faith. The Mormons of today are, as a people, a highly intelligent, capable, sensible, happy and efficient folk.

The supernatural is the natural not yet understood ☛ ☛

They believe that Brigham Young was inspired by God, just as we are all inspired when we do what is right, proper and best, and foresee the future from the experiences of the past.

"We are bathed," says Ralph Waldo Emerson, "in an ocean of intelligence."

When our heads get into a certain stratum intellectually, we know and understand. Truth is in the air, and wise is the man who can drink it in and appropriate it.

The Matter of Polygamy

¶ POLYGAMY came into being with the Mormons simply as a matter of expediency. ¶ Unattached women always form a dangerous element.

Read history and you will find that Nomads, entering on the Agricultural Stage, have always been polygamists.

Hard work and unending toil fill the lives of the pioneers. Sentiment is at a low ebb. That is something which comes later. Children are in

demand, and polygamous marriages, sanctified by religion, organize the sex emotion. ¶ Abraham and Jacob on the plains of Assyria were polygamists.

Polygamy, under certain conditions, the biologist recognizes is eminently right and proper, because it is natural.

Plural wives were happy wives. Brigham Young did not depress and repress his women. Life was free, joyous, and filled with religious zeal and hard work; success crowned their efforts and the earth laughed a harvest.

Wealth followed, as it always does when men and women work together, work in joy, work intelligently, and are animated by a mutual desire and ambition.

We must judge things by results. "By their fruits shall we know them."

The Best Evidence

WITH the second and third generation, the refining of sentiment and the advent of art, polygamy was gradually sloughed and monogamy becomes the rule—all this in response to natural law.

At the last, people can not be governed by legislation. In order to succeed, legislation must be in line with the ebb and flow of the tides of the human heart.

Nothing more cruel, wicked, bitter and unreasonable was ever attempted than the enforcement of the Edmunds Law.

It was a New England idea, devised by the New England conscience for New England conditions, but transferred to a people living under totally different conditions from those which existed in New England. This, wise men now fully know, realize and understand.

The patience that the Mormon people have shown has been one of their chief claims to the respect of the world.

No one can visit Utah now and see the towns, cities, villages, farms, ranches, schools and colleges, some far remote from railroads, without being thoroughly impressed with the excellence and worth of the moral qualities of these people.

Visitors at Salt Lake who wish to get their information from other than bell-hops, hack-drivers and loquacious barbers, would do well to take the Interurban Line that runs every half-hour from Salt Lake City to Ogden. Here is a distance covering thirty-six miles through a tract of country that is an actual garden-spot.

¶ Go out ten miles, get off the car and walk

five miles, stopping at the houses and visiting with people along the way. Or take an auto, and go South forty miles to Provo, as I did. If you have time, visit the country schools, see the children, talk with the teachers, talk with the farmers at their work, with the women caring for the poultry and fruit, see the jolly boys and girls at their games or tasks, and you will be convinced that only honesty, truth and right intent animate these people. They average high.

The death-rate in Salt Lake City is eleven per thousand. This is less than any other city in the United States of an equal or a greater population. In the country districts it averages as low as eight per thousand. ¶ In the days of polygamy no woman was tyrannized over by a man. There were no heartbroken women, no suicides, no outcasts, no insanity.

Unworthy men, who forgot the rights of other people, and showed a disposition to tyrannize over their neighbors and families, never found a footing. In fact, such men never had any inclination toward Mormonism. Strong drink and tobacco were always tabu, and are yet.

¶ Mormon women, from the time they reached the Salt Lake Valley, were economically free. They were given an opportunity to work, and they worked in freedom and they worked in joy.

These Mormon women had big families. They brought their children up to work and to be useful. They lived close to the soil. They moved in line with Nature. They had a firm hold on the few virtues for which civilization has never found a substitute. They were industrious, economical, temperate, honest. These virtues still abide. In Utah they are the rule, not the exception. — —

Victor Hugo once said, "Shakespeare needs no monument—he has his plays."

The Mormon people need no defense. Schools, colleges, parks, hotels, good roads, paved streets, happy homes, and great smiling stretches of fertile farms, well tilled, are tongues that tell their own story.

Utah has really not yet been discovered. Her resources have not yet been tapped. Less than ten per cent of her available tillable land is under the plow. And the extent of the wealth stored in her mountains is incomputable.

— —

Difficulties afford heroism its opportunities.
Blessed be difficulty!

"Graduating Into Overalls"

By Charles Ferguson



J. DILLON, a well-seasoned newspaperman, has been made Professor of Journalism in the Kansas State Agricultural College.

He publishes a college paper to show how newspapers ought to be made, and, incidentally, to preach a rousing gospel of industrial education.

In a leading editorial article called *Graduating Into Overalls*, this little newspaper presents the Kansas educational ideal in a manner deserving attention in New York.

If there is anything the matter with Kansas it does not appear in this statement, which witnesses for the kind of schooling that fits young people to be civilizers such as the whole world needs.

The Kansas State Agricultural College is about the oldest of that chain of Western free schools of technology which owe their origin to the far-sighted statesmanship of the Morrill Act, setting apart vast tracts of public land for the support of industrial education

President Schurman, of Cornell, said the other day that the three most significant events in the educational history of the world were, *first*, the founding at Salerno, Italy, of the first of the medieval universities, a school devoted not to theology (like the old University of Paris) and not to law (as the Bologna University was), but to the study of medicine and the physical sciences; *second*, the introduction in the University of Berlin by Von Humboldt in the last century, of scientific research as applied to the industries; and *third*, the passing of the Morrill Act by the United States Congress.

Alfred Mosely, the great English educator, admitted with regret during his recent visit to America that the youth of England are being educated into frock-coats and gloves, while in this country the educational ideal aims at working efficiency.

But it must be confessed by Americans—even in Kansas—that this is still only an ideal. Most of our public schooling in the United States is still English or European,

and runs toward the frock-coated scholarship that Mr. Mosely deplored.

Nevertheless, it appears that people are determined out in Kansas to realize the American ideal, and are taking steps to extend the scope of industrial and technical training, not only to the high schools, but to every public school in the State.

Some day we shall all be brought to understand, whether through the ministry of Kansas journalism or otherwise, that education, industry and democratic government are not contrasting and unrelated interests, but are, on the contrary, merely the three stages of life through which every free man should pass. ¶ We shall understand that a youth should be educated into overalls, and that he should be promoted to a share in the government of the country, only through the demonstration of some kind of usefulness and mastery in the ranks of business.

Health is a gift, but you have to work to keep it.

To Joaquin Miller, the Poet of the Heights

By Frances V. Barton

NOT only dwells his body on the Heights—
His soul is all attuned to lofty things.
Like gods of old upon Olympiad,
He rises far above the baser aims
And petty schemes that hold men down,
Bound as with fetters to the plains below.

Serene and fearless looks he forth on life,
And waits undaunted what the years may
bring;
For wisely hath he chosen the better part,
And lived as Nature and his heart decreed;
Unmindful of Convention's tyranny,
Or Fashion's bonds, or Envy's bitter sneer.

Beloved by all who know and understand,
The power and beauty of his master mind;
The strength and fervor of his noble heart;
The depth of love bestowed where love is due;
The staunch yet childlike trust in friends
proved true;
The manly courage for the good and right.

Good highways are the keynote of a community's prosperity.

Road Building

By Samuel Hill



IN Eighteen Hundred Seventy, forty-nine per cent of the population of the United States were farmers. In Nineteen Hundred Ten, only twenty-seven per cent were farmers

How can we maintain our form of government? By putting people on the land and keeping them there. To do this we must furnish them:

first, Good Roads; *second*, Good Telephone Service; *third*, Good Rural Free Delivery of Mail; *fourth*, Good Schools; *fifth*, A Market for Farm-Products.

The freight-rate begins at the farmhouse door. The Oregon and Washington country is famed, and justly so, for its fruit. If the fruit be bruised in passing over four or five miles of bad road before it reaches the market, it may change the quality from first grade to fourth grade, yet the ultimate market for which it was intended may have been London, Paris or Vladivostok.

Economically, no country is so extravagant as America. We have had in no sense a distinctly constructive policy. The United States has never been operated as a business corporation. We should ask ourselves, what can we make out of our farms; what can we make out of our cotton-crop, our corn-crop, our wheat-crop, or our fruit-crop.

We have grown to be a great nation almost in spite of ourselves, but we have left too much to the hired man, and the hired man has not always run the farm to the best advantage. By the hired man, I mean the representatives of the people, who have been sent to frame laws under which we can do business and develop the country. He has not been a trained man in city, country, state or nation building.

There are a few simple rules which we have ignored. We want the best-operated government, and we still have within our borders people who believe as I do, that we have the best form of government.

The real object of a nation should be not to be rich, but to make the best quality of citizenship. To attain this end we must so

shape things that each person will have a definite interest in the country. The great conservative force in America has always been the farmer. The farmer has always proven himself equal to the emergency. At the Battle of Gettysburg the First Regiment of Minnesota, the majority of whom were farmers, showed what they could do, and that regiment still holds the world's record in fighting, having lost eighty-three per cent in killed or wounded in the first thirty-five minutes

The great cities always recruit their strong men from the land. There is no exception to this rule.

Transportation Costs

HAVING enumerated what I believe the requisites to solve the most important question before the American people today, it seems well to elaborate and show how the farmers' transportation to market can be improved. The United States leads the world in its low cost of steam transportation, three-quarters of one cent per ton per mile having been for many years about the average cost of moving a ton, of the railways in America

No one knows just what it costs in America to move a ton one mile on the highways. We do know that it costs more than thirty cents. We do know that the Central European countries move their tonnage for ten cents or less per ton per mile; so we see that the farmer is handicapped by a bad wagon-haul freight-rate of twenty cents per ton per mile in his competition with his European brother. How can we obviate or lessen this unnecessary cost? Only by building improved highways. The University of Washington at Seattle established the first chair devoted exclusively to Road Building in the United States, and built the first building ever marked "Good Roads" in the history of the world.

The time will come when the money spent and to be spent for roads will be just as sacredly regarded as the school fund is regarded. Some day the people will realize that these funds are not intended as a nucleus to form political organizations and as a sum to be spent in maintaining and in furthering personal political schemes. The one great thing today in America is education, and then more education. I do not mean that all these men who handle the road funds are dishonest. I do not even mean

that all are utterly incompetent. I do mean to say that without some definite fixed plan, without some standardization, no permanent system of roads can be built.

You can do nothing without intelligent organization. You can not build roads without centralized power. The efforts of individuals are as naught. They are neither equipped nor prepared for this work. Road building is a business all by itself. It is just as difficult to build a road as it is to make a watch. It requires specialized training. I have been studying the question for more than thirty-five years, and feel that I am only a beginner. And yet, there are legislators who have told me they know all about roads. They have given a day and a half to the study in question.

What Constitutes a Good Road?

NOW a word as to the method of road building, the kind of a road to be built, and the means with which to do it. So eminent a man as John F. Stevens wrote an article which I published in a book, in which he said: "I do not think in all America there are ten men thoroughly competent in every detail to build a piece of thoroughly first-class wagon-road." He said: "I could not build a mile of road myself, yet I would not hesitate to undertake the building of a thousand miles of railway tomorrow."

Yet the reader of these lines can on any street-corner find a politician who will tell him just how to build any kind of road.

First, then, we must have the brains to locate and determine where the road shall be built. Second, we must know the kind of road to build to carry the traffic which will pass over it. By this I mean it is not necessary to build boulevards over which to drive cows. Third, in locating the road it is necessary to make a careful survey with proper contour-lines, so as to balance the quantities both by vertical and by longitudinal curvature. What do these big words mean? Let me tell you. The first road I built thirty-five years ago I covered with sand, then sent a wagon with a load of hay drawn by a pair of horses out upon the road, and then I saw what you have all seen; that to rest their muscles the horses zigzagged back and forth across the road. Then I saw that the tractive power on a highway was unlike the tractive power on a railway. The tractive power on a railway required a tangent (straight line) to get the

easiest pull. The tractive power on a highway did not require a tangent. In other words, you could so curve your road lengthwise as to make the man or the animal take the obstruction where Nature put it, and fold around the hill. If you built straight through and made a straight line, you would have to move great quantities of material, and when you finished, the horses would still continue to zigzag back and forth across the straight road, and the chauffeur, to rest his muscles, would take a long, swinging curve, and your money would be wasted. Again, we all know that a footpath across a field is never in a straight line. The man zigzags; if you doubt this, the next time you pass a vacant lot, look and see how the path zigzags across the lot; or if you are not satisfied, go out yourself and try to walk on the crack of a cement sidewalk for three blocks and see how you like it, or ask any bicycle-rider if he can not go farther over a slightly rolling country in a day than he can over a level road. The horse can pull a load continuously over a moderate grade to better advantage than he can on a dull flat road. So balance your quantities by vertical curvature. So much for the location.

How to Build a Good Road

NOW for the construction: If your survey has been made as it should be made—and in passing I might say that I have had surveyed in Oregon ten such miles of road and presented the survey with my compliments to the People—you will be in position never to pick up a shovelful of earth until you know just where you are going to put that shovelful of earth, and that stone before you lay it down. It is the unnecessary labor that costs. It is not the farmer who tries to push on the plow-handle that gets over the biggest field in the day. During the lifetime of all the people who read this, the great majority of roads must necessarily be earth roads, and just as much care must be used in building an earth road as in building any other kind, because the proper earth road always serves as the foundation on which the top surface of a hard-surface road is to be placed. In looking over the assets which the State of Washington had, I saw a hitherto uncanceled asset in the shape of convict labor. I saw that these convicts were eating their heads off in the penitentiary, and

rusting their souls out in idleness, or in planning new schemes to be used when released; and aside from the great problem of making men of these convicts, I saw that they could at the same time be utilized as an asset for the State. There is no reason why any body of men, rich or poor, convict or free, should be supported in idleness. Somebody must pay for their keep. So about ten years ago we started the use of convict labor in making roads, and it is my opinion that better results can be obtained with convict labor than with free labor. Did you ever stop to think that it is only the smart man that gets in trouble? He thinks he is shrewd enough to evade the law, and if you are careful to organize your convicts, you have a chance to draw from every class and walk in life, because a prison is an epitome of the world at large. In Washington, we had at one time a bank burglar and safe-blower for our powder man who handled the dynamite.

You can not in your every-day walk of life get a bank burglar to work for you. He is too high-priced a man. The convicts earned net per man per day on the Methow work on the Upper Columbia in Washington \$4.03 for the State; they earned on the Lyle work in Washington for the State \$3.95 net per man per day. These figures were based on the North Bank classification for money paid for moving earth and rock for the railway. So I am heartily in favor of convict labor on roads.

The Question of Ways and Means

NOW the question comes up, how to get money to build these roads: In Washington, every four years, the State spends \$15,078,000, and I do not hesitate to say that the great bulk of this money is absolutely wasted. There are only three ways for the public to get money: first, when it is given to them, as in the very generous gift of S. Benson, who gave ten thousand dollars, to help build a road in Hood River County; second, to secure it by selling its obligations in the form of bonds; and the third way to raise it is by taxation. The objection to a bond issue of course is, that the moment the bonds are issued, the interest charges start to run, and that it makes a fund, which in improper hands is likely to be wasted. The objection to depending on money for road building by taxation is that the sums so secured are so small relatively as to be

frittered away in dribbles on small pieces of road, and the life of several separate pieces of road is relatively shorter than the life of a continuous highway.

Experience has shown us that all the trunk-lines of road, whether in Eastern Oregon or in Washington, or Western Oregon or Washington, should ultimately be covered with a hard surface, and with a bituminous binder. At Maryhill, Washington, I have finished several miles of demonstration road to serve as a model for the United States. While it may be too soon to speak, I believe that, regard being had to the traffic, those country roads will outlast any single block of paved street in Portland. I base that statement on the fact that the great North Road of England, built by E. P. Hooley, has been down for sixteen years. I have photographed it every year for the last five years, and I find no appreciable wear and tear. Of course, it is kept up by intelligent maintenance. You can travel over it and you find no dust. Steam-lorries or traction-engines pulling loaded wagons pass over this road averaging about nine an hour, and I do not know of any highway in America over which you would dare run an engine. However, I am willing to have one run on the road at Maryhill. In Oregon and Washington we are well supplied with road-building material. The records have not been kept in such a way as to show the cost of the roads in the country around Portland and Seattle, but adding to the cost money which has been spent on repairs to these roads, I feel safe in estimating that one-half the money so spent will build a permanent, first-class, automobile-proof, traction-engine proof, and dust-proof road.

In saying what I have above, it is not my desire to reflect in any way on the men who have gone before us, but pioneer days in the United States have gone. The minds of the people are more centered on transportation methods than on the movement of ox-carts. The cost of building a good road is much less than the cost of building a bad road, provided you use scientific methods in one case and the rule of thumb in the other. Did you ever think why a railroad is built into a country? It is to get a portion of the traffic of that country, is it not? The railroad can not get it all, yet men have spent sixty-five thousand dollars per mile on the average to build rail-

ways in America, and hesitate to spend seven thousand five hundred dollars a mile to build a good highway, yet over that highway must pass all the traffic before it can reach the railway-station or the wharf.

To sum up, then, only two things are necessary to have good roads: first, to educate the people to the necessity of such roads, and last and most important of all, to show them how essential it is to build the roads.

The cities may have their little mobs and riots, but the farmers will plow and sow and reap and feed their stock, and go forth to their labors until the evening. The farmers have ever and always been the hope of the world.

Debit and Credit

By Ernest Crosby

WALF the world is laboring today for you:

The Chinese coolie is hard at work plucking tea-leaves or wading in the rice-fields for you;

The Southern negro, the fellah of the Nile, are sowing cotton under a blazing sun for you;

Factory men and women, and young girls and little children, at home and abroad, are leading cheerless, steam-driven lives for you;

Farm-laborers on the prairie are toiling with sweating brows from sunrise to sunset for you;

You have slaves in every clime today, suffering every degree of weariness and degradation—and all for you.

What are you doing for them?

Believe me, you can not discharge this great obligation with money;

The recording angel, who keeps the book of life, knows no money except that which you have rightfully earned, and which is therefore your labor.

With other money you can only shift your duties upon the shoulders of others;

And these others already have their own duties, which they must neglect if they assume yours.

You must acquit yourself with your labor, and with your labor alone.

How, then, do your books stand?

Is the balance hopelessly against you?

If so, acknowledge your bankruptcy; tell yourself no lies; begin life again.

Henceforth insist on giving more than you get, and on serving rather than being served;

Even as the Son of Man came not to be ministered unto, but to minister.

Strong men can well afford to be gentle—those who know can well cultivate silence.

Vivisection

By George Bernard Shaw



ONE of the difficulties we have to deal with in the Vivisection controversy is that all those people who have a natural sense of honor in dealing with animals do not require any sort of conviction at all about it. There are some subjects on which men will not argue. Supposing, for instance, that anybody proposed to me to boil my mother; well, I dare say, my attitude towards that subject is entirely unscientific; I know perfectly well that there are exceedingly strong arguments why she should be boiled. But, as a matter of fact, I am not prepared to argue about it; I know from outstanding considerations that I must not boil my mother, though I can not defend my position on purely rationalistic grounds. One of our difficulties is that we, as *FRA* readers, consist very largely of people who really only listen with gratification to the arguments against Vivisection, because we abhor it from the very outset, and because no amount of rationalistic argument would induce us to follow it. I want to point out to you that the moment you take the line of arguing as to whether Vivisection produces any good results, you are giving away the whole controversy. You will find that the line which scientific men take, and the line which gives them a tremendous sense of conviction, is that the pursuit of knowledge justifies everything, and if you once begin to argue about that position, you will find yourself landed in some very queer dilemmas. Supposing you did come to the point of admitting that knowledge was so precious a thing that it justified all methods

of increasing it; supposing that became practically a part of the Constitution of our country, and was at the bottom of our laws—conceive the position that your cross-examining courts would be in. Imagine a Court in which are being tried three murderers. The first is placed at the bar and asked, "Why did you commit the murder?" and he says he was jealous. "We are very sorry, but we must hang you." To another man the same question is put, and he answers, "Because the person whom I murdered stood between me and my inheritance to the property." "We are very sorry, but we must hang you." The third murderer says, "I committed the murder because I wanted to know what it feels like to be a murderer, and I want to write a book about it." "You are a mean dog, but your object is the pursuit of knowledge, and, therefore, we will endow you in order that you may commit further murder." ❦ ❦

The reason I put forward this third case is that I think you will see that when matters came to that, a great many of those people who appear to have no sense of honor or conscience, who have no elementary abhorrence of Vivisection, would be rather brought up standing. I think that if we could get some of them to argue on the subject—quite clearly and straightforwardly to criticize the example I have given—they would say: "That is not quite what we mean. We do not think that the pursuit of knowledge would justify murdering us, but we do think that it would justify the torture of guinea-pigs." That is where they draw their own particular line.

Now, it may be that the torture of guinea-pigs has not as yet led to any direct results in the direction of medicine or therapeutics. But no person can possibly say that the torture of a guinea-pig, or of any other animal, or of man, will not lead to the entire extirpation of some particular disease which is so much dreaded. A vivisectional experiment tomorrow, for aught we can tell, might, as a matter of fact, lead to the disappearance of some particular and much dreaded disease, such as smallpox or typhoid or any other. We can not prove that it will not; so that there is very little use in proving that experiments made for the increase of knowledge have hitherto proved useless.

Historic Experiments

THE fact is that we have throughout history a long series of most interesting experiments which have not only increased knowledge, but have led to most beneficial political results. Take, for instance, the Roman Empire. We find experiments there by a young man of admirable character, with great artistic talents, and admired by all his friends. The experiment was tried of giving that man absolutely arbitrary power over his fellow-creatures. The result was, as we are told, that he gave banquets at which live human beings, who had previously been smeared over with tar, were set fire to. These experiments were not very interesting, from a scientific point of view, but they did prove what was the result of giving absolutely arbitrary power to one very clever human being—to a man who, as regards the testimony concerning him, in his younger days was just as humane and capable as any surgeon or doctor of the present day.

We tried an experiment in France in which we burned a live woman, Joan of Arc, who is now known as Saint Joan. It was an interesting experiment. One can not but regret that the burning was not conducted in a laboratory, under scientific observation as to what happened to Joan. But it proved this: it proved what a body of pretentious priests and English soldiers—men of the highest class and the greatest learning, men who had attained their position on exactly the same grounds that the leaders of other professions gain their positions—are capable of when professional interests and prejudices are at stake.

Later on, in the Star Chamber, we have again an interesting experiment; we have in it a certain amount of vivisection, and we find out what a very amiable and learned English bishop was capable of when given absolute power over all other persons whose religious opinions differed from his own. He cut off their ears and stood them in the pillory. ❦ As a result of those experiments we find that we have come to this conclusion: in the domain of the priest and the soldier, and the politician, we have at last discovered that we must not give absolute power to men over their fellow-creatures. And what vivisectional experiments in modern days prove is that we must not give that power to so-called scientific men either.

Pomona and Ceres, Daughters to Mother Earth

By Alice Hubbard

*The Farm, best home of the family,
Main source of National Wealth,
Foundation of civilized society,
The Natural Providence.*



WHEN the Hebrew seers were questioned about the beginning of human life and of all things, they told a poetic story of a Garden in which were placed two physically perfect human beings. The description gave a picture of Pomona's Garden, trees full-grown, bearing fruits of every kind

The goddess Ceres had not yet been evolved—but

Pomona was from the beginning. That is to say, man's first food was the natural fruits of a tropical clime.

The Hebrew mythology says that there came a time when man and woman felt the need of something more than the garden gave. And hand in hand, out of this garden of idleness went these two primitive people. Where the first farm was over which Ceres presided, the poets do not say. But they were barren fields, and man and woman here began the struggle which has evolved civilization.

Their implements were crude, simple and not very effective. It was a bare living which they made. But from the beginning of farming, Pomona's garden has never produced sufficient food for the human race. Grains as well as fruits have become necessary food—Pomona and Ceres, two women working together, feed the world today.

And now there is what Methodists would call an Agricultural Revival going on throughout North America.

We have once more given our hearts to Ceres and Pomona. We are reclaiming lands and taking heed unto our ways.

Ceres, as well as Pomona, is a powerful goddess. She controls the greater part of the true wealth of the world.

The struggle to cause the earth to give a plentiful harvest is Hers. It is She who has worked with man in his effort to know Mother

Earth, and how to bring food from the soil. She has watched the evolution of the crooked stick into a gang-plow. She has watched the evolution of man's muscle into an oil-pull engine. She has seen carnate power give place to incarnate.

It is She who has enthused the faith that the earth, at times so dead and brown, would again awaken into life, smile, and respond to man's clumsy efforts to get a living.

Even in the days of the most orthodox theology of Greek, Roman and Hebrew, it was really Pomona and Ceres whom man loved, and to whom he paid genuine devotion.

It was the arbitrary, unlimited monarch, Jove, Jupiter, Jehovah, whom he feared, but did not love.

To Ceres and Pomona they made their supplication

Pomona and Ceres answer the only prayers that are ever answered—the prayers of intelligent effort, well-directed service.

The Earth and the Fulness Thereof

MAN is a land animal, at least he can not live in the water long, and his final evolution has been on the earth. His food is from the earth. So are his clothing and his shelter.

All the wealth that is of value to man, he must get from the earth. If all of the land should fail to produce for one year, man would die and all life would cease. Chaos would come again.

Man's home is on the farm. City life is unnatural and necessarily artificial. As we are land animals, the natural life is for each one to get his sustenance out of the soil—Without food-products, other wealth has no value. The millions invested in mines and mine-products, oil, manufactories, buildings, stocks and bonds, have no value alone.

Food properties are of intrinsic value.

Nature's intent was for man to get his living out of the soil, and to depend upon each year's harvest for his food.

Fruits are valuable for a comparatively short time. Cereals give us food from one harvest season to another.

Without co-operative work in tilling the soil, men would be poor and each man would be dependent upon his own efforts for his food. There would be no millionaires.

"Three acres and liberty!"

Not so very much liberty, just liberty to

cultivate the three acres and stick close to the soil.

Through the co-operation of workers, machinery has been invented whereby man multiplies his physical power by five, by ten, by twenty, even by one hundred, so that great energy, untiring vigilance, wisdom, persistent effort, bring to the farmer something like wealth. But there is no Wall Street in the farm world.

¶ There is a Spanish proverb quoted by Samuel Johnson which says, "He who would bring home the wealth of the Indies must carry the wealth of the Indies with him." The earth yields to you what you give it. If you do not apply intelligent work and persistent work to the land, it gives you no wealth.

Labor alone applied to land does not produce wealth. Farmers have labored, toiled, worked persistently since man began to till the soil. A hundred years ago no one used an adjective in qualifying the word "farmer." He was poor. Everybody knew it.

When our Western acres were made available to farmers, there came, for the first time on this continent, a rich farmer. There was an infinite amount of land. A modicum of intelligence and a great amount of energy brought wealth. It was virgin soil, and man worked it for crops, with no thought of nourishing the soil, or the farming of the next generation. The pioneer could turn a shallow furrow, give a comparatively good planting, and there was a harvest. He harvested in abundance, taking the cream of fertility, like a renter.

When more young men went West, there was a need for better farming, and Necessity began to teach.

Man's desire for a short route to wealth is not entirely bad, for that has been the cause of most of our inventions. Through this desire he has learned how to shorten processes in labor, economize in effort, and use strength to the best advantage. ¶ With inventions there came the need for better products.

When labor became less laborious and work could be done advantageously, men saw the opportunity for better quality of product, and turned their efforts to developing quality in fruits and grains.

Luther Burbank has prescience. He works to produce a better vegetation. With a genius's skill, he has developed fruits and foods for domesticated animals.

His genius, and the genius of men who have worked for the same purpose that he is working, have made provision for better food for a better civilization.

The desert has blossomed like the rose, and the wilderness and solitary places are being made glad.

Untillable soil is now tillable and fertile. Unedible fruits have become food. There will soon be no waste places. The whole earth will respond to the call of Ceres and her sister, Pomona.

Roger Babson is a seer. He forecasts the business conditions of America.

"What does Babson say about it?" is the vital question that we ask in any serious financial consideration.

"And what is Babson's recent Forecast?"

¶ It is something like this:

At this period in our business evolution, civilization demands better citizens.

The equipment required for the modern business world is character. We need, as never before, honest men, men of integrity, men of ideals, men with honorable purpose, who are capable of recognizing truth that belongs to high ideals, men who are willing to give their best efforts and their best desires for better citizens.

When George Washington lived, a nation's value was estimated according to the number of fertile acres, and to the amount of the crops.

¶ A nation's power was estimated by the number of human beings who were worthy citizens, people who were willing to be public servants.

So said Babson.

The earth has been prepared for a better physical man through the efforts of Luther Burbank and men and women who are making a superior vegetation.

It were no boast for Pomona and Ceres to say, "The earth is mine and the fulness thereof."

The earth is ready.

Roger Babson expresses the demand of this century. He voices in his clear, business Forecast what men and women feel throughout the United States.

We must have better citizens.

We are awakening to the fact that service, beautiful service, is the most commendable way to expend time and energy. Also, that efficiency in service is a requisite for which

there is no substitute; that the primal virtues, honesty, sobriety, economy, kindness, good-cheer, are affirmative needs. ¶ Efficiency schools are springing up throughout our land—schools whose purpose it is to make men and women efficient and superior in the qualities required to do their particular work.

Parents and teachers are arousing to the fact that children must have character first, and that this is the only foundation for an education. ¶ What is the school that will give to girls and boys the education that this present time demands?

The answer comes from the seers everywhere: "The farm! Back to the soil!"

Man has evolved thus far through the exercise of getting his living out of the soil. And wise people see there is no better education ♣ Back to the soil! ¶ We are land animals. Girls and boys evolve physically, mentally, ethically, best on the farm.

Alfred Russel Wallace notes that man's first manifestation of civilization came when he domesticated animals, using them to assist him in making a living. This means that he assumed responsibilities. He took upon himself the care of something that had less self-reliance than he had, and thereby started his education ♣ ♣

As man increases his responsibilities, his intelligence increases, his ability, his power. ¶ What is the natural education? It is to teach the child to take care of himself.

What is Doctor Montessori's Method? It is to teach the simple processes necessary in the child's dressing himself, in preparing his food, in bathing, in keeping himself and the house clean. And she teaches by having the child do these things.

He plants seeds, cultivates the plants. He becomes acquainted with the soil, becomes familiar with it. He finds out the laws of Nature, what the seasons are and how to take advantage of them.

She teaches the child to know the seeds, plants and flowers, where they grow, at what season to plant them, what the effects of the sun and the air, and the rain and the snow, are upon the soil. ¶ The child helps take care of the chickens, ducks, geese, turkeys, pigs, calves, cows, horses. He becomes friends with them and he is a friend to them.

The progressive States of the United States are giving prizes to children who raise the best

grains, the best fruits, the best fowls, the best flowers, the best farm-products of their kind.

¶ These are receiving State and National recognition.

We have land shows, where we give the best information with regard to the different kinds of land, how to cultivate it, and show specimens of its best product.

We are also giving prizes, not only for the best fruits and grains, but for the manner in which they are packed and put upon the market. That is to say, we are giving attention to the art side of farming.

We watch with vigilance a symptom of disease in our fruit-trees and in our grains, and apply a remedy. Because it is a new world in which we live, a world which demands better food for a better civilization.

The Old Love

WE evolve in cycles. Our ascent is spiral. History repeats, but it does not duplicate.

The Romans held that their land was their wealth. The "Eternal Question" was the Agrarian Laws over which they wrangled, because they valued land. It was the property which constituted their wealth.

We, too, know that a Nation's wealth is the fertile acres bearing harvests.

We have come back to the soil, but we have come back to it bringing intelligence—that quality which is always added when history repeats itself in the cycle which is evolution ♣ Ceres and Pomona—Sisters!

We reverence and praise them because they have taught us to appreciate and understand Our Mother Earth.

NO Aaron's rod that budded can be half the miracle that a budding maple-tree is.

¶ What was the miracle of the loaves and fishes compared with the beech-tree sending forth its buds, leaves, blossoms and fruit! ♣ Compare the wonder of water turned into wine, with water turned into the nectar food for tree and flower!

Why look for a sign of God's presence or power in the sky, when right here at your feet is the demonstration of power in the metamorphosis of the tiny seeds into the waving fields of golden grain!

Why quibble about a story of death and resurrection, when the mystery takes place before your eyes every Fall and Spring!

A Modern Barn



HUNDRED years ago, a barn of any kind that was shelter for an animal, and kept it from freezing, was a good barn.

Milk that sustained life was all that was required.

Milk was milk. Those who had it to use were nourished.

The rest were half-starved.

The cattle were sheltered in Augean stables, but there was no Hercules to cleanse them.

Cows stood knee-deep in barn litter.

¶ Cattle were shut into a stable, dark and unventilated. Doors were closed and fastened. The little openings which were called by grace "windows" had no glass in them. No sunlight ever came into the stable.

A wide-open bucket was used to milk in, and the restless, unhappy cow had the freedom of her untidy tail.

The milk was often set on a shelf in the stable, behind the cows, until it was convenient to take it into the house.

Now, when we are demanding better people, and better food in order to nourish better people, we require sanitary barns. We insist upon pure milk, and in order to have it, we build hygienic barns, great, big, roomy barns, automatically ventilated, where the fresh air is pouring down in front of the cows all of the time, the bad air is perpetually drawn out from the floor so that the cows are breathing pure air. ¶ We are giving our most careful attention to the food that we give the cows. A balanced ration, clean, wholesome, appetizing, is furnished.

Not long ago a breakfast-food was advertised in this way: "Tell me what you eat and I will tell you what you think." This is not a discussion to prove whether this is true or not, but men who take care of cows know that the milk shows what the cows eat.

Men of science have spent much time and thought on the question of diet for milch-cows. There are as many balanced rations for cows offered on the market as there are breakfast-foods for human beings. Men are as cautious in selecting what they shall feed their cattle as they are in giving medicines to them.

¶ No matter what the farmer may have for

his dinner, or how it is cooked, he insists that what the cows are fed shall be clean, wholesome, appetizing. He talks fluently of tonic qualities and lacteal-producing grains. He is discriminating with regard to ensilage, harvesting his corn-crop more carefully than his garden-products. On the merits of clover and alfalfa, compared with timothy and straw, he is well informed.

The cattle give a quick response which he can understand, and though he is dull with regard to his own care and his and his family's food, he provides well for his stock.

Fresh air, good, pure food, fresh water—these are the necessary requisites for good cows and good milk.

The stable must be made of cement, metal and glass. The paint must be washed and sterilized, and parts of the stable must be whitewashed frequently.

The sunlight must shine upon the cows whenever there is sunshine.

The litter must be collected and carried out frequently—carried at least a hundred feet from the barn.

The cows must be curried, brushed, washed, and always treated with kindness.

The men who do the milking must be clothed in white and must be clean.

The milk must be taken direct from the cow to a room where no pollution can enter, and be kept from contamination from the time it is carried into this milk-room.

Milk suffers contamination sooner than any other food. Direct consumption was Nature's plan for milk. It is not a food which was intended for transportation. ¶ So when we take advantage of the cow's maternal instinct, and pervert its use to our own selfish purposes, we are doing an unnatural thing.

One must be very clever to outwit Nature, so pure milk is rare. Every pitcher of cream and glass of milk on your table that is palatable and delicious has been handled with care and produced with great pains.

We are not only applying intelligent labor to land, but to all land animals, their food, their care, their home.

Cleanliness may be second to godliness for men—but I am sure that for cows, cleanliness comes first.

The power to idealize is the silver cord that unites us to Deity.—Alice Hubbard.



Happy Cows Make
Money
For the Farmer

VOTES
FOR
WOMEN

The New Barn at Roycroft, fully equipped with the James Apparatus

H FEW days ago a farmer hailed the owner of a new sanitary barn equipped by the James Manufacturing Company and asked him to buy his cows. ¶ The owner of the new barn went to look at them. ¶ As this Rip Van Winkle farmer opened the door into his stable, the odor that came from it nearly prostrated the live man. ¶ He could see nothing. But the hot, damp, dank, dangerous air that poured out of that stable was not selling the cows very fast. ¶ It took three minutes or more for eyes to become adjusted to the darkness so that the outline of the cattle was visible. ¶ The cows were pinioned in this dungeon, were bawling, restless, utterly miserable. They were crowded together, standing in filth. ¶ "Where do you sell milk?" ¶ "Down town," Rip answered. ¶ How many of the buyers knew that the cream they used on their cereal, their fruit, and in their coffee, had been exposed to such conditions as those? How many mothers knew they were feeding their delicate babies milk that had offered hospitality to every vicious microbe extant? ¶ "Why do you want to sell your cows?" ¶ "To buy feed to keep the rest of them." ¶ "Are they good cows?" ¶ "Yes, but they don't give much milk in the Winter. Cows never do." ¶ "Sorry, but I can't buy your cows," said the businessman as he jumped on his horse and galloped over to his new barn. ¶ He went into the stable. It was almost as light as out of doors. The air was fresh and the cows were contented and happy. ¶ Their feed-boxes were clean. ¶ The men had just taken the last of the litter out in the carrier a hundred feet from the stable. ¶ The feed-truck was being pushed along and the cows were anticipating a supper that made their mouths water. ¶ The men who had the cows in charge were happy and joyous. ¶ "How are you getting along?" they were asked by the owner of the barn. ¶ "Splendid!" was the answer. ¶ "Do your cows give much milk?" ¶ "Indeed they do, and they have increased one-fifth since we moved into this new stable. We don't know what your James outfit cost, but whatever it did, it was cheap. The cows are happy. We are happy. The people who use the milk and cream must be happy. And you certainly should be happy over the returns which your cows give you."

"How shall I make my dairy pay?" do you ask? ¶ I will tell you! ¶ Build a modern barn, and equip it with the James complete.

If you want to make money, fill out the adjoining coupon and send it along to the

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JAMES MFG. COMPANY

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What Equipment Have You Now?

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(Book No. 10)

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(Book No. 11)

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NOTE: If you answer all questions we will also mail you, absolutely free, our valuable book, *Helpful Hints for Him Who Builds a Dairy Barn*. Answer last two questions anyway for free catalogs No. 10 or No. 11.

THE ROYCROFT FRATERNITY

Use these questions for topics of discussion at the meetings of your Junta
From *The Fra Magazine* for February, Nineteen Hundred Thirteen

1. Define the following: (a) Percheron; (b) Holstein; (c) Southdown; (d) Clydesdale; (e) Duroc-Jersey.
2. Where is (a) Aspen Mountain? (b) Red Wing? (c) Heidelberg?
3. What is a Labor-Union?
4. Have workmen a right to organize for mutual protection?
5. By the same token, are employers of labor justified in forming like associations?
6. What are Strike-Breakers, and what is their method of operation?
7. What is a Detective, and how does he detect?
8. What is meant by (a) Open Shop? (b) Closed Shop?
9. Should every one have the right to sell their services in the best market?
10. What is a Conspiracy?
11. What are the great conspiracies of history?
12. What is the distinction between a conspiracy, an intrigue and a cabal?
13. To what extent is it true that safety lies in a balance of power?
14. Who was (a) Heinrich Heine? (b) Joseph Parker? (c) Robert Collyer? (d) Wolfgang Goethe? (e) Otto von Bismarck?
15. Why have Christian nations persecuted the Jews?
16. What is a Ghetto?
17. What part have Jews played in United States history?
18. What is meant by Direct Taxation?
19. To what do you attribute the higher cost of living?
20. In what sense is the home the basis of civilization?
21. What are the essential characteristics of a Good Road?
22. When and for what purpose were the California Missions founded?
23. What is a Mormon?
24. Who and for what noted was Brigham Young?
25. What is the distinction between immorality and unmorality?
26. What is Sin?
27. Is the United States a land of religious liberty?
28. What part have the Scotch played in history?
29. Who are the Mennonites?
30. Who was Munchausen, and what does he represent?
31. What are the three most significant events in the educational history of the world?
32. In what sense is the farmer the hope of the world?
33. What good, in your opinion, has Vivisection accomplished?
34. Where and what was the Star Chamber?
35. Who were Ceres and Pomona?
36. Is Labor alone a wealth-producer?
37. What were the Agrarian Laws of Rome?
38. Does History repeat itself?
39. What was the matter with the Augean Stables?
40. What is the tendency in modern dairying methods?

fade and pass, but over every human spirit is cast the sweet spell of the Beyond. The penalty of life is the passion for more life. Being and becoming—this is the tonic thing which fronts the soul with each new morning, the silver dew which lies upon the highway grasses to refresh the tired feet of those who fare.

Man, on his journey, is inspired by song; for this the lark was given. His eyes are rested by a panorama of color; for this invisible brushes hue the trees in Autumn. He was made for comradeship; for this a friend with shining face comes and walks by his side. For every need of his spirit an answering meed is provided, and every

birch by the path waves its signal of cheer. Therefore, blessed is he who lives to the full the passing hours and hails each dawn with courage and gladness, saying, "Behold, to me is given this day another chance at Life and Destiny!"—*Richard Wightman.*

Energy will do anything that can be done in this World; and no talents, no circumstances, no opportunities, will make a two-legged animal a man without it.—*Goethe.*

EVERY soul is athirst, always athirst. It is that which marks the soul as infinite. Along the way are various founts, mercifully placed. Some of them are labeled Truth, Love, Nature, Art, Work, Achievement. Each of these founts contains a refreshing draft; none of them, nor all of them, can quench the soul's thirst forever. Whoever planned the universe took good care to protect man from the curse of spiritual satiety. Gold palls, health declines, temporal ambitions

FINE as friendship is, there is nothing irrevocable about it. The bonds of friendship are not iron bonds, proof against the strongest of strains and the heaviest of assaults. A man by becoming your friend has not committed himself to all the demands which you may be pleased to make upon him. Foolish people like to test the bonds of their friendships, pulling upon them to see how much strain they will stand. When they snap, it is as if friendship itself had been proved unworthy. But the truth is that good friendships are fragile things and require as much care in handling as any other fragile and precious things. For friendship is

an adventure and a romance, and in adventures it is the unexpected that happens. It is the zest of peril that makes the excitement of friendship. All that is unpleasant and unfavorable is foreign to its atmosphere; there is no place in friendship for harsh criticism or fault-finding. We will "take less" from a friend than we will from one who is indifferent to us.—*Randolph S. Bourne.*

Nothing is impossible to industry.—*Periander.*

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of His Countrymen—"

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MY opinion of *An American Bible* is evident from the fact that I gave away two hundred copies to young men at Christmas. If I knew of a better book I would have chosen it.—*A. Schilling.*

WHO helps a child helps humanity with an immediateness which no other help given to human creature in any other stage of human life can possibly give again.—*Phillips Brooks.*

Pianos and Patricians

THE science of piano construction has come down to us through the centuries from humble beginnings •••

The great masters of the pianoforte, like Bach, Beethoven and Liszt, never in their lives played on instruments equal, say, to a modern Sohmer Concert Grand.

The pianos on which they worked out their classic scores were rude and crude when compared with the impressive instruments of the present day.

A group of pianists can not "talk shop" for five minutes without mentioning the Sohmer. Just the moment pianos come up for discussion, somebody says "Sohmer," and all the rest nod their appreciation and approval.

The Sohmer is famed for its unrivaled purity, sweetness and depth of tone.

And music, essentially and primarily, is only a question of tone. Without tone there would be no music.

But the Sohmer excels in other qualities, also. No piano, I have heard musicians declare, has a more exquisite touch or higher perfection of scale, than the Sohmer.

No piano boasts greater originality and beauty of design, symmetry and elegance of case finish, than does the Sohmer.

There are forty thousand Sohmers in use in this country at the present time—middling good evidence that the Sohmer is popular with people of discernment and discrimination.

Nowadays no home is considered complete without a first-class piano. Even good folks who do not punish the ivories themselves, keep a piano for those that do.

Intending purchasers would do well to make a Little Journey to the nearest Sohmer dealer, and look over the various Sohmer models, upright and grand, on exhibition.

You can not possibly do better than invest in a Sohmer Piano. Send for catalog.

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Sohmer Building
315 FIFTH AVENUE
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NEW YORK

in newspapers that will not go in magazines ••• To lift words out of their connection or original setting and attempt to analyze them is manifestly unfair •••

George Francis Train was indicted by a grand jury and thrown into the Tombs for printing extracts from the Bible.

¶ He pleaded guilty, but was discharged on suspended sentence.

And when he insisted that the court should pass sentence on him, the judge ordered the bailiff to remove him from the room, and he was literally kicked down the courthouse steps.

Language is variable as a sunset, or the winds that blow. It is in process.

And no word or

CHARGES against writers for improper use of language should always be construed according to "the rule of reason."

Such violations are apt to be highly technical, since language is the one thing in the world that is fluid, fleeting, changeable ••• Fashion, custom and individual taste are all factors in the use of words.

Things go at a gentleman's banquets that do not go in sermons; and things go in books that will not go in newspapers; and things go

phrase means exactly the same thing when used at different times or under different conditions •••

Victor Hugo had a whole troupe of players walk out of the theater because he insisted his leading lady should use a certain word and accompany it with a gesture. She agreed to give the word without the gesture or the gesture without the word, but the author stood firm.

Victor Hugo and Richard Wagner were both

exiled on account of what the Government construed to be a misuse of words.

The Brooklyn Public Library bars Thomas Hardy's *Tess*. The Boston Public Library places the ban on Mark Twain's *Eve* and Walt Whitman was indicted for publishing *Leaves of Grass*. *Anna Karenina*, by Count Leo Tolstoy, was excluded from the United States mails.

A literal interpretation of the law would debar both the King James version of the Bible and Shakespeare's plays. Yet no court would think of penalizing these, simply because such action would not be backed up by public opinion, statute or no statute.

So we see how the legal limit of language must ever remain a disputed point.

—Los Angeles "Times."

NATIONAL prosperity originates on the Farm. The farmer is the dynamic force. This is the reason the farmer is alluded to as the "backbone of the country." The welfare of the farmer is inseparable from the welfare of the nation, and of each individual citizen of the nation.



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The Self-Filling Conklin is in a class with the self-starting motor car and the player-piano—all three eliminate effort and trouble.

The Conklin really FILLS ITSELF—the inky dropper-filler and its bother are entirely done away with. Every filling is also a cleaning, so that the ink-feed does n't clog and the pen always writes freely at first stroke.

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A failure of any of our staple crops is felt throughout the world. The shock of failure, however, is felt more at home than abroad; it is felt more at the point (or section) of failure than by the country at large; it is felt still more by the individual farmer who has failed and who takes his all to pay his debts.

—D. B. Osborne.

Blessed be agriculture!—if one does n't have too much of it.—Charles Dudley Warner.

Lovely Vases for Easter Flowers



SPRING is here with her offering of buds and blossoms. The Artists in The Roycroft Copper-Shop have made vases of silver and of copper designed to supplement the beauty of the flowers they will contain ❧ ❧ ❧ ❧



Single-Flower
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of Copper

Price, \$2.00

The same design made
of silver. Price, \$3.50

One of these distinctive vases will quickly find a place for itself in the Easter Bride's New Home.



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The Fra Magazine

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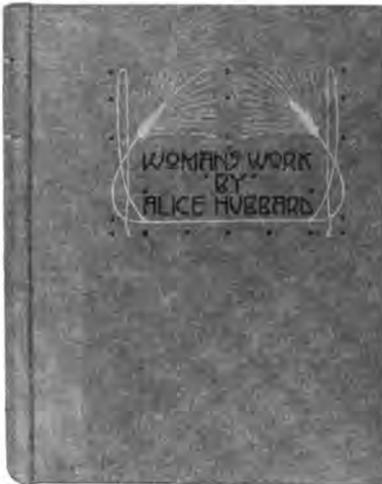


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A collection of short stories
By Elbert Hubbard

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A THOUSAND AND ONE EPIGRAMS
Pert, pat and pleasant, but not too much so
By Elbert Hubbard



WOMAN'S WORK
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The Fra is an up-to-date Journal, and will furnish new ideas for your work. It will stimulate you to work in larger and broader fields



HEALTH & WEALTH
By Elbert Hubbard

FILL OUT THIS BLANK

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WHY does the physician prescribe chicken or beef bouillon? ✂ Because it contains the essence of the meat—just the right proportion of fat, protein, mineral matter and water to gently start the organs a-working. It is taken up quickly and easily by even the weakest digestive organs.

The best bouillons (beef and chicken) are put up in condensed, concentrated form by Armour & Company, and are known as Armour's Bouillon Cubes.

No matter if sick or well, get the habit. And if you once get the habit, you won't get sick ✂ If you feel as though nothing would taste good, drop a Bouillon Cube in a cup of hot water and you will smack your lips with joy as you taste it. ¶ At night, just before bedtime, when you hanker for a piece of Mother's Mince, banish the mincy thought, mix yourself an Armour Bouillon toddy and dream the happy dreams of childhood.

If tired, fatigued, overworked, Armour's Bouillon Cubes will relieve the weariness.

If shaky, nervous and unable to pull yourself together, one piping-hot cup of Armour Bouillon will put you on your feet.

Keep a box of Armour's Bouillon Cubes in your home. Buy a box of twelve for Thirty Cents as a trial order. You will like the little cubes so well that in a couple of days you will be ordering them by the hundred ✂ ✂

Ask for information regarding our big Kitchen Economy Contest. We are awarding \$550 this month in prizes. We will also send you gratis the Current number of Armour's Monthly Cook Book.

Free samples Bouillon Cubes will be mailed on request to all good Roycrofters. ¶ Write today!

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The Economy Steam Turbine

A Little Journey by Elbert Hubbard



COTLAND is a good country to be born in; it is a good country to get out of; and at times it may be a good country to go back to. I once attended a dinner given to James Barrie in London. One of the speakers sprung the usual joke about when the Scotch leave Scotland they never go back. When Barrie arose to reply he said: "Perhaps it is true that the Scotch, when they leave their native land, seldom return. If so, there is surely precedent. In truth, Englishmen have been known to go to Scotland and never return. Once there was quite a company of Englishmen went to Scotland and they never returned. The place where they went was Bannockburn."

In literature Scotland has exceeded her quota. From Adam Smith, with his deathless *Wealth of Nations*, and Tannas, the Techy Titan, with his *French Revolution*, to Bobbie Burns, and Robert Louis the Well-Beloved, we have a people who have been saying things and doing things since John Knox made pastoral calls on Mary, Queen of Scots, and saw the devil's tail behind her chair.

Doctor Johnson pretended to hate the Scotch, but he lives for us only because he was well Boswellized by a Scotchman. And now nobody knows just how much of Boswell is Doctor Johnson and how much is Boswell.

What Massachusetts has done for the United States, Scotland did for Great Britain.

The Scotch gave us the iron ship, the lamp-chimney, the telephone, the steam-engine.

We have been told that it is necessary to agree with a Scotchman or else kill him. But this is a left-handed libel, like unto the statement that the reason the Scotch cling to breeks is because the breeks have no pockets, and when the drinks are mentioned Sandy fumbles for siller, but is never able to find the price and so lets some one else foot the bill.

Another bit of classic persiflage is to the effect that there are no Jews in Scotland, because they could no more exist there than they could in New Hampshire, and this for a like reason—they find competition too severe.

The canny Scot, with his beautiful "nearness," lives in legend and story in a thousand forms. The pain the Scotsman suffers on having to part with a shilling is pictured by Ian MacLaren and Sir Walter. Then came Christopher North and Doctor John Brown, with the deathless Scotch stories of sacrifice and unselfishness that shame the world and secure the tribute of our tears.

To speak of the Scotch as having certain exclusive characteristics is to be a mental mollicoddele.

As a people they have all the characteristics that make strong men and women, and they have them plus. The Scotch supply us the eternal paradox. Against the tales of money, meanness, and miserly instincts, we have Andrew Carnegie, who has given away more money in noble causes than any other man who has ever lived since history began.

Lookee, you lobster, you can't smoke cigarettes and work here!

THE DISCOVERY OF STEAM

BY popular acclaim, James Watt has been given the honor of being the inventor of the steam-engine. And this is so whether it is true or not, as I once heard a worthy Irishman say. The steam-engine made by James Watt revolutionized modern civilization.

The cold, actual facts are that the expansive power of steam has been recognized since the days of Pythagoras, who took a Freshman's course in physics at the University of Egypt, six hundred years before Christ.

For two thousand years a few men were constantly working on the idea, and revolving it over and over in their minds, to discover a way whereby this power could be utilized.

The value of the invention of James Watt was in taking rectilinear pressure and utilizing it for rotary motion. The steam-boiler is simply a teakettle with a college education.

James Watt seized upon an idea that Pythagoras wrote a book about. Jamie, however, did not know anything about Pythagoras. He was interested in oatmeal, and in swimming off the dock at Greenock, and in running errands for his father and mother. When a thing is needed badly enough, the world evolves a man who evolves the idea. The time was ripe for the steam-engine. Watt was born in Seventeen Hundred Thirty-six. It was an era of unrest. *This car does not go!*

A GALAXY OF GENIUS

GENIUS sends great men in groups. From about Seventeen Hundred Forty for the next sixty years the intellectual sky seemed full of shooting stars.

James Watt was watching his mother's teakettle to a purpose; Boston Harbor was transformed into another kind of Hyson dish; Franklin had been busy with kite and key; Gibbon was writing his *Decline and Fall*; Fate was pitting the Pitts against Fox; Hume was challenging the worshipers of fetish and supplying arguments still bright with use; Voltaire and Rousseau were preparing the way for Madame Guillotine; Horace Walpole was printing marvelous books at his private press at Strawberry Hill; Sheridan was writing autobiographical comedies; Garrick was mimicking his way to immortality; Gainsborough was working the apotheosis of a hat; Reynolds, Lawrence, Romney, and West the American, were forming an English School of Art; George Washington and George the Third were linking their names preparatory to sending them down the ages; Thomas Jefferson was writing a Constitution and formulating a public-school system; Boswell was penning undying gossip; Blackstone was writing his *Commentaries* for legal lights unborn; Thomas Paine was getting his name on the black-list of orthodoxy; Burke, the Irishman, was polishing his brogue so that he might be known as England's greatest orator; the little Corsican was dreaming dreams of conquest; Arthur Wellesley was having presentiments of coming difficulties; Goldsmith was giving dinners with bailiffs for servants; Warren Hastings was defending a suit where the chief participants were to die before a verdict was rendered; Captain James Cook was traveling over the globe and giving to this world new lands; while William Herschel and his sister were showing the world still other worlds, till then unmapped. *Let him up, officer—he's all kerstumixed!*

HANDWORK VERSUS MACHINE

THE father of James Watt was a ship-carpenter who now and then had ambitions. For a time he served as dock-collector, and as clerk in the excise. Altogether, he managed to be very poor, which was a great advantage so far as Jamie was concerned.

Greenock is the seaport of the great city of Glasgow. From Glasgow to Greenock the Clyde runs full and level, a wonderful river, along the banks of which more than half the steamboats of the world are built.

Greenock built boats and made machinery, when Watt was born there in Seventeen Hundred Thirty-six.

The lad worked in the machine-shops, and among other things turned the grindstone; and we find him later using that fine old phrase about having "his nose on the grindstone."

Boys who worked in the machine-shops turned the emery-wheels. It was this very toil that caused him to cast around for a scheme to turn that tarnation grindstone.

He was only fifteen years old when he saw the agitation of the cover of his mother's teakettle. Personally, in his old age he got tired of that teakettle story and denied it *in toto*.

Also he was great enough to deny that he was the inventor of the steam-engine. Watt was so rich in mental assets that he gave everybody else due credit.

In Nature there is no duplicate of the wheel. We hear of the hoop-snake that takes its tail in its mouth and rolls away to safety; but no one has ever seen the hoop-snake except excited colored men or those much given to alcoholic exhilaration.

The wheel comes down to us from the days of the Egyptians. To make that teakettle turn the wheel was the achievement of James Watt.

In Seventeen Hundred Sixty-five, Watt made a steam-engine of the piston-rod variety. The pressure of the steam in the cylinder pushed the piston-rod back and forward, and this engine ran and turned a goodly flywheel. Watt was then twenty-three years of age. Beside working in the machine-shop he had attended night-school in Glasgow, and had made a good deal of progress in the subject of physics and the history of mechanics.

Archimedes was his patron saint. This steam-engine that Watt made was shown in the University of Glasgow, to the great delight of the undergrads.

Please tie that bull-moose outside!

WATT'S ACHIEVEMENTS

WATT was a very superior individual. Not only did he have the inventive genius, but he had personality which commanded respect, even from boyhood. In addition to this, he had the Scotch idea of economy. He took a theoretical, academic idea, and made of it a practical working betterment for humanity.

In Seventeen Hundred Seventy-four he made an engine which had sufficient power so that he put a belt on his flywheel and attached this to shafting, turning a series of wheels.

Success was then assured. It is all right to make an engine to run its own machinery; but when you have made an engine that will not only run its own machinery, but also dozens of others, you have achieved. The inventions of James Watt are still being utilized; and the ideas that he combined in that first engine, evolved in Seventeen Hundred Seventy-four—two years before the American Declaration of Independence—was in itself a declaration of independence from a vast amount of dead lift and pull, which, before this, human hands and human muscles had performed.

It is unfair to compare the achievements of any great

men, but the Declaration of Independence of Thomas Jefferson could be better spared than could the declaration of independence of James Watt.

The first law that Watt discovered was that a cubic inch of steam will lift one ton a foot high.

The second law is that it takes only a little more fuel to evaporate a cubic inch of water at a pressure of two hundred pounds to the square inch than it does to evaporate in the open atmosphere.

Third, the gain in power depends upon the number of times that steam is permitted to expand.

Fourth, a horsepower is equal to thirty-three thousand pounds lifted one foot in one minute.

Watt, after inventing his engine, invented a pop-valve, which avoided undue pressure and the danger of explosion. Then he invented the governor, which kept his engine from running away with itself.

Next, he invented the glass water-gauge, which shows plainly the amount of water in the boiler.

Next, he invented the steam-indicator. This indicator was a pipe screwed into the cylinder, with a spring in the pipe which indicated the varying pressure of the steam, marked with a lead-pencil on a strip of paper. This strip of paper was rolled on a cylinder and revolved by clockwork.

It is good to know that all inventors do not die poor. Watt became rich, and was accorded more medals than he knew what to do with.

Some of these he melted up and analyzed in order to see what the metal was.

There are portraits of Watt painted by Sir Joshua Reynolds, by Romney, by West of America, and by Gainsborough.

His face was strong, yet sensitive. He possessed such individuality that the portrait-painters of the time considered him great raw stock.

Sic him, Tige, he bit your father!

THE EXPANSION OF AN IDEA

FROM Seventeen Hundred Seventy-four to Nineteen Hundred Ten there have been taken out more than eight thousand patents in England and America on steam-engines, or steam-engine parts and appliances.

Most of these inventions are founded on theories, which are very beautiful until they are put into actual use.

Most theories have one objection: They will not work when put to practical test.

There are two general styles of steam-engines: one is the piston-rod engine, which utilizes the pressure of steam; and the other is the turbine, which utilizes not only the pressure, but the expansive, condensing and evaporating power of steam.

Water takes three separate forms: one solid, as in ice; the next fluid, as in water below the boiling-point; the third steam, which is a colorless gas.

The white cloud which the world calls "steam" is simply condensing water, as steam frees itself back into a fluid when heat is no longer applied.

The standard turbine is a variant of the old idea of the waterwheel. At the ends of the flanges were pockets that caught the weight of the falling water and then emptied these pockets as the wheel revolved. It is the pinwheel idea. And this was utilized in Egypt twenty-five centuries ago—the blowing of a stream of air upon a wheel causing the wheel to revolve rapidly.

Then some dark-skinned Egyptian, about the time of Moses, used a stream of steam which he turned upon this revolving wheel. The steam being released in the open air was very quickly dissipated.

The modern steam-turbine has its turbine-wheels in an enclosed receptacle, and instead of there being one blast of steam upon one wheel, a series of wheels are arranged whereby the pressure passes through

the turbine blades or buckets and strikes the next wheel, being of course reduced in power with every wheel it strikes.

And so the modern steam-turbine combines, say, from one to ten and sometimes twelve wheels, each of which receives in power the steam which is left. No wonder the power of the steam is "squeezed" out! Simple, is n't it?

The idea of applying the steam-pressure direct to the wheel has never been lost sight of. Watt himself realized that the pressure of steam on the piston-rod, forcing the rod back and forth, and thus revolving a wheel by the aid of a crank-shaft, was a complex proposition. How to apply the steam direct to the wheel and make more than a plaything, Watt did not know

Rubber gently, Doc, she's my wife.

THE SINGLE-CYLINDER STEAM-ENGINE

WATT died aged eighty-three, with his beautiful dream of applied steam direct to the wheel unrealized. This great Scotchman was never fully satisfied with his work—as no good inventor ever is. Watt was filled with the eternal discontent that makes the truly great man. Had he lived longer he might have replaced his piston-rod with a turbine, and thus worked from the complex to the simple.

Watt's reciprocating piston-rod steam-engine utilized only about ten per cent of the total possible power of steam. The rest escaped him in various ways.

How to utilize the largest possible per cent of steam has been the perplexing problem of steam-engine manufacturers from the time of Watt up to the present day.

The best single-cylinder steam-engine utilizes only a small part of the theoretical power of the steam. The double-acting engine and the triple-acting have added much to the power of the single-cylinder engine; but always and forever there is the escaping steam—all of which spells just so much power that is getting back into empty space.

Just one, Terese, on your freckled cheek!

A VISIT TO "TURBINE-TOWN"

VISITED the works of the Kerr Turbine Company the other day at Wellsville, New York, and spent some happy hours in looking over the plant.

Wellsville is a delightful village of about five thousand people. It is located in the Southwestern part of New York State among the foothills of the Alleghenies, in the upper part of the Genesee Valley, but seven miles to the Pennsylvania line. If it were out West it would claim to be a city; but as it is, it is a village of homes. Big, wide, spreading elms arch the streets. Brick pavements, concrete walks, electric lights, a beautiful village library. Well-kept homes with vegetable-gardens and flowerbeds are seen on every hand. In Wellsville there is neither poverty nor riches. Most everybody owns his own home, and takes pride in keeping it in good order. Cleanliness, intelligence, order and decency are on every side. I am told that the death-rate in Wellsville is nine per thousand, as against eighteen or twenty for most of the big cities of America.

Down beyond a little ways runs lazily the Genesee River on its run of ninety miles North to Rochester, where Sam Patch jumped into fame, launching an epigram as he went, thus: "Some things can be done as well as others." But the jump disproved the epigram, and from that instant Sam Patch lived only in history

The Genesee Valley used to be the wheat-belt of America. The wheat-belt has moved Westward, and Canada and the Dakotas compete for it.

But the Genesee Valley is rich beyond the dreams of

avarice in every good thing, and most of all in men and women.

The climate, the sunshine, the soil, all tend to produce the right kind of genius homo. The cold of the Winter, the hills, the rocks, the trees, the woods, the winding roads, the valleys, make you think of the Scottish Trossachs.

The lazy Genesee River is not unlike a diminutive Clyde. And here, in "Turbine-Town," transplanted Scotch genius has completed what the Scotch genius of James Watt began—and we have the perfection in steam-turbine engines; that is to say, maximum of power at minimum of expense, with the least possible friction and required care involved.

The workmen in the Economy Turbine plant are men of intelligence, born in the town, mostly; sober, sensible, commonsense people, who prize economy, who are well fed and well paid, but not so prosperous that they can afford to throw money to the English Sparrows

Industry, economy, reciprocity, mutuality, good cheer, good health—these are the things for which there are no substitutes. Wellsville has them, and these qualities you find mirrored in the "Economy" Turbine

Keep away from that wheelbarrow—what t'ell do you know about machinery?

AN OIL-FIELD RUSTLER

MR. PAUL B. HANKS, the treasurer and general manager, was born in Wellsville, on a stormy morning, about forty years ago. He took his turn in the little red schoolhouse, worked in a printing-shop, worked in and for a wholesale grocery, then graduated into insurance. He raked the country round about with a fine-tooth comb. Like all diligent efforts with the last-named implement, he "caught a few"! He was a success.

The oil-fields had crawled up to within a few yards of his native town, and young Hanks caught the oil-fever and began digging in the ground, as everybody else did in that particular neck-o'-the-woods. He expanded and went to Ohio and pumped salt water out to get his oil in, in the "Trenton Rock."

Sometimes he struck oil, and sometimes he did n't—usually, he did n't. But he learned to know values in engines, the economies in pumping, the value of fuels

In time he became what is known as a practical oil-producer. That is, he knew the value of a "grass-hopper," and by patience, persistence and commonsense made money where the Get-Rich-Quick Wallingfords got discouraged and went on.

Then Hanks went on to the Texas and Oklahoma oil-fields, and there made a considerable little fortune for himself, and a very much larger one for the Standard Oil Company.

WELLSVILLE CITIZENS

THE oil-bearing strata led up to within a few miles of Turbine-Town. There the rock dips and goes down too deep to be reached by wells. Some day, when oil gets scarce enough, we may go lower than twenty-eight hundred feet; for when we want a thing badly enough, along comes a machinist who invents the thing that turns the trick.

In the beautiful little city of Wellsville there are now a goodly dozen men with large fortunes, retired from business as a result of striking oil.

Wellsville men are good sports. The population is made up of Scotch and Yankees in the right proportion. When they go after things they bring back a few

Wellsville oilmen are to be found all over the world—in Russia, Egypt, Assyria, India, Burmah, Texas, Kansas, Oklahoma, Illinois, Indiana, Montana and Ohio, also in California.

An oil-well prospector is like a Rocky Mountain prospector for gold. Hope springs eternal in the breast of the man from Turbine-Town. He always expects to strike it rich, and the curious part is that he sometimes does.

MADE IN MAINE

MR. F. P. MERRILL, the President, of Hornell, New York, was born in Maine about half a century ago. Maine produces great crops of potatoes and politicians. You will find many Maine men all over the world, always doing things—and sometimes, folks.

They have the builder's eczema. The rock and granite and snow and ice of Maine make a man who is a good running mate for the Scotch. Merrill is a Scotch-Yankee who happened to be born in Maine.

Merrill is a successful manufacturer and a broad executive. He employs a thousand people making silk gloves and hosiery, the finest produced in the world. And as prosperity has increased, even plain people in America have taken to wearing silk underwear—with the consent of Mr. Bok of the *Ladies' Home Journal*.

With his remarkable perspicacity to discern points of merit in an invention, Merrill got interested in steam-turbines, and especially in the work of a worthy inventor by the name of Kerr. He grubstaked Kerr to the extent of twenty thousand dollars or so.

Kerr's inventions had great credit, but fell just short at the critical point. ¶ And seemingly the business stopped on the center, with the referee in bankruptcy waiting patiently around the corner.

Then it was that Hanks and Merrill got together. Hanks was a businessman; so was Merrill. Hanks had the youth, was full of cosmic commercial prunes, and had the time to make things hum, hustle and hike ☞ ☞

Merrill and Hanks had pulled off a few stunts in general and collared a little needed mazuma. This gave them faith in each other, and in the world.

Hanks and Merrill looked around for a Turbine Sharp, an all-round mechanical gazabo, and they found one in the person of J. Leonard Moore. Mr. Moore began work with the Santa Fe System, afterward worked for the International Steam Pump Co., then went to Westinghouse, when the turbine was in its infancy in this country, designing some of the first steam-turbines built in America. He next came with the Kerr people, where he has been ever since the organization of the Company, except for one year's vacation ☞

Lucky for Merrill and Hanks that they secured the services of J. Leonard Moore. Moore had gone through the sentimental phase of inventing. He had been bumped and cuffed enough by Fate so the foolishness was all siphoned out of him. He had hope, but not so much that it ran over and he stood in the slop ☞ ☞

It was the genius of Moore who built on the work of Kerr and other turbine-inventors, and the crowning achievement is the "Economy" Turbine.

So here we get a trinity of strong men—Merrill, Hanks and Moore—graduates of the University of Hard Knocks—all workmen who make good one another's deficiencies, and work together as one man. Their working motto is "Only one get mad at a time."

¶ They have the capital, the brains, the brawn and the experience—and they produce the goods!

Keep away from that dishwasher—what do you know about music?

THE EVOLUTION OF AN IDEA

THE Kerr Turbine was the best small turbine up to that time, but it had a few serious objections. To get away with these objections and simplify the machine so that it would be absolutely reliable, and run like a Howard watch, was the

particular business of Paul B. Hanks. Hanks was a businessman and a pragmatist—and a pragmatist is a man who makes things go.

There was enough difficulty involved and a big enough problem at stake to command the respect of Moore. He concentrated and consecrated. He ate turbines for breakfast, dinner and supper, and then naturally he dreamed of them. Merrill backed them with money, wise counsel and advice.

The "Economy" Steam-Turbine is the achievement of American genius.

We build upon the past, and all the days that have gone before have made this time, this place, this machine possible.

Every failure works for success. We grow by elimination, and in mechanics it was necessary we should discover everything that would not work.

There is no other steam-turbine engine manufactured that equals in practical power, for the sizes built, the "Economy" Turbine Engine, made by the Kerr Turbine Company, of Wellsville, New York. This turbine is the crowning result of all the steam-engine builders and inventors who have worked and labored and thought and dreamed and experimented during the last one hundred years.

And the perfection of this engine has come about only within the past four years.

The "Economy" steam-turbine uses less steam for a given amount of work performed than a reciprocating engine, and has the following points of superiority: *First—Simplicity*, with rotary motion only, the only wearing parts being the two bearings (no other parts touch the rotating shaft); consequently, there are no parts to wear and cause an increase in steam consumption. "Economy" turbines are guaranteed to have the same steam consumption after years of service as when new. The valves and piston-rings of reciprocating engines, on the other hand, have to be lubricated constantly, and as these parts work in the steam, ingenious devices have been invented and used to supply oil to them when the engine is running. However, it is a difficult thing to lubricate perfectly wearing surfaces subject to heavy pressures when these surfaces are inside the cylinder of the engine and subject to the constant flow of steam which sweeps these surfaces clean of oil with every stroke. The result is imperfect lubrication, rapid wear of pistons and valves, with consequent leakage of steam past these parts, discharging directly into the exhaust-pipe without doing any work, causing in most cases an increase in steam consumption in a few months of from ten to fifty per cent.

Second—Greater reliability and less expense of maintenance than a reciprocating engine, as there is not a multitude of bearings and reciprocating parts to be constantly watched and kept keyed up. Pistons, connecting-rods, valves, valve-rods, and sight-feed oilers must be kept in commission. If any one of these parts fails the engine stops.

Third—Less oil is required, resulting in a considerable saving.

Fourth—On account of the small space occupied by the "Economy" steam-turbine, cost of foundations and buildings is greatly reduced.

Fifth—Superheated steam can be used with a saving in fuel consumption of about ten per cent for each one hundred degrees the steam is heated above its saturation temperature.

As compared in size with the reciprocating engines, the "Economy" Turbine represents, say, one-sixth the bulk. ¶ In the days ago, there have been many serious objections to the turbine-engines.

To get rid of these objections, eliminate the bad qualities, and preserve the good, has been the work of hundreds of inventors.

This is absolutely the last word in steam-engines. It produces more power at less expense than any other turbine known.

It is a fool-proof engine.

It does not require a high-brow to run it. It is as nearly automatic as a turbine engine can be made.

It has strength, durability, effectiveness, and is as compact as the works in a Swiss watch.

There is nothing about it to get out of repair, and while the parts can be easily replaced, yet, at the same time, realizing that the weakest place must stand the strain—after the dictum of Oliver Wendell Holmes—Fra Moore has made that part just as strong as the rest.

John Ruskin wrote of the work of Turner thus: "I can not conceive how by any human ingenuity this work can be bettered or improved upon."

A man who owns one of the "Economy" Turbines paraphrased this remark when he said to me the other day: "I can not imagine any way by which this engine can be improved upon. I have used it continuously night and day and have carried an overload upon it of twenty-five per cent with ease. The engine is self-lubricating, starts without warming up, never gets hot, and has never required a part replaced in the time I have used it."

The "Economy" Turbine is especially valuable to any one who wants an absolutely up-to-date power-plant where individual motors are used on each machine and where there is a varied amount of power demanded.

The "Economy" Turbine has provision for over-loading periods without sacrificing economy at such times when only a small amount of power is desired. By a simple twist of the wrist, additional nozzles are opened, giving increased power as is demanded, no internal parts of the Economy Steam-Turbine requiring lubrication; and so where the exhaust is used for steam-heating purposes, a clean, even, low pressure is obtainable.

The purity of this exhaust makes it especially desirable for use in heating systems in laundries, dye-works, breweries, bleacheries, paper-mills, and all concerns where traces of oil reduce the heat efficiency or might injure the product.

Not long ago I saw a very interesting experiment made with a 250 H. P. "Economy" Exhaust-Steam Turbine. It was in a plant where a big 300 H. P. steam-engine of the Corliss type was in use.

The engineer of the Corliss was justly proud of his machine, as every good engineer ought to be.

He had run this engine for twenty years, and grown gray in the service. It was his boast that this engine produced more power at less expense than any other engine that could be made. Like most engineers who have been long in one place, he was opposed to any innovations.

But finally he gave his consent to attaching the two-hundred-fifty-horsepower exhaust-steam "Economy" Turbine on to the exhaust of the big Corliss; and

what was his surprise to see that the little dinky Economy Turbine produced 250 additional H. P. with the exhaust which had been thrown into empty space.

It was very embarrassing when a young fellow standing near took out a pencil and figured up the value of this power that for twenty years had been thrown away. The whole thing was an object-lesson, however, in economy, which the dozen men or so standing near fully realized.

Here was a case where no amount of fine figuring and no degree of oratory and argument were required. The "Economy" Turbine picked up the exhaust steam and produced the goods.

The electricity so generated by this little turbine was then utilized for lighting the whole factory.

The great saving in the "Economy" Turbine lies in the fact that it utilizes the heat by converting it into power, using it for work.

In the simple non-condensing engine, twenty-five per cent of the total heat available is converted into power; in the condensing engine thirty-two per cent is converted into power; but with the "Economy" Exhaust Steam-Turbine forty-seven per cent is used for work.

Engineers who are not familiar with the "Economy" Turbine are all surprised at the very small floor-space occupied. The whole thing is a giant in miniature. There are no pulsations, no vibrations. It revolves at the rate of anywhere from eight hundred to four thousand a minute, and goes so fast that the green-horn looking at the engine thinks that it is n't going at all. That is to say, it moves faster than the eye can follow it.

The "Economy" Turbine represents minimum size, maximum strength, compactness, simplicity, nothing to break, nothing to get out of order, nothing to repair, the whole being self-lubricating and self-starting. The "Economy" Turbine is made in small sizes, that is, from one horsepower, up to one thousand horsepower.

The big turbines are over one thousand horsepower. The "Economy" is adapted for generators, pumps, fans, blowers, and especially does it make the "juice" with a steadiness, surety and economy per kilowatt unequalled by any other engine.

The United States Government has specially tested these machines and adopted them for Torpedo-Destroyers, Lighthouse Departments, Supply-Boats, Revenue-Cutters, and for various pumping purposes. If you are a user of steam, you had better send for an "Economy" Turbine catalog; for in it you will find some very simple facts that no user of power can afford to overlook.

Address, The Kerr Turbine Company, Wellsville, New York. And then think of me with gratitude for having put you next, not only to a good thing, but to one of the inventions that are helping America take her proud place among the nations.

Stand forward in the car, please, and let them off!

Men are Rich only as they Give. He who gives great Service gets great Returns.



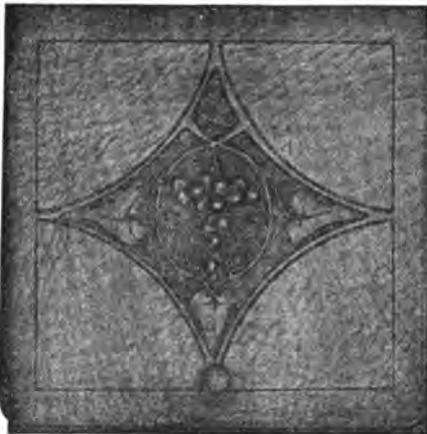
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The History of The Roycroft Shop
The Closed or Open Shop, Which?
Help Yourself by Helping the House
Pasteboard Proclivities

Get Out or Get In Line
Readable Writeups
The Message to Garcia
The Cigaretist
The Boy From Missouri Valley
The Hundred-Point Man
Our Telephone Service
The Divine in Man



THESE booklets, written by Mr. Hubbard, have appeared from time to time, adding to the business literature of the world. Formerly, business and literature were so separated that it was a sacrilege to mention them in the same breath, but business is a very intimate part of the life of the Twentieth Century, and the literature of business is today the literature of Life.

☛ *THE PHILISTINE* Magazine has had a long and prosperous life. It has dealt forcefully and fearlessly with the questions that have come up from time to time. It will extend its policy and its field of usefulness during Nineteen Hundred Thirteen.

☛ These booklets are pertinent pamphlets of precious thoughts. A selection of twelve is offered with *THE PHILISTINE* Magazine for one year. The Subscription price is One Dollar.

☛ Check your choice, sign the blank and return to us today.

ELBERT HUBBARD,
East Aurora, N. Y.

Enclosed please find One Dollar, to pay for a year's subscription to THE PHILISTINE Magazine and the twelve booklets which I have checked.

Name.....

Address.....

Foreign Postage, 24 cents; Canadian Postage, 12 cents.

For a beautiful valentine gift, send a modeled-leather book.

Easter, March Twenty-Third



SEND her an Easter Flowergram of fresh-cut flowers delivered anywhere for Five Dollars. We get up a special flowergram de luxe for Ten Dollars. Send name and address with your remittance and it will be delivered at Easter.



For Saint Patrick's Day, Seventeenth of March, real Irish Shamrock in a real potato, fussed up with green ribbon, delivered to any address for One Dollar. Only have limited number. Send name and address at once.

Charles Henry Fox

At the Sign of the Rose

Broad Street, Below Walnut, Philadelphia, Pennsylvania

Don't Forget February Fourteenth!

Why not mention THE FRA when writing to advertisers?

EASTER CANDY



LOWERS and candy are appropriate gifts at any season. For your Easter Gifts to friends and family, send a box of Roycroft Pecan-Patties. These patties are made of pure Maple-Syrup and the finest Pecan-Nuts. Each Patty is daintily wrapped in waxed paper. Packed in a special box with a symbolic Easter-Card enclosed, these candies make your gift just a little different from the ordinary.

The price of this special box, postpaid to any address is \$1.00. Send your order early and we will ship the gift at the proper time.

THE ROYCROFTERS, East Aurora, N. Y.

ROYCROFT TIES

FOR ROYCROFTERS HERE AND ELSEWHERE

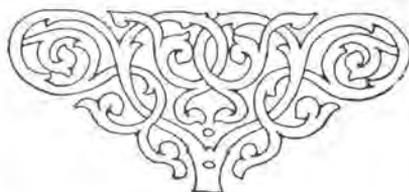


THESE ties are made of fine quality crepe de chine. The ends are hemstitched by hand. The ties are long enough to tie a good bow, and can be worn satisfactorily with any type of collar.

The colors are gray, ecru, brown, blue, white and black.

These ties are Two Dollars each.

THE ROYCROFTERS, East Aurora, N. Y.



Will o' the Mill

ROBERT LOUIS STEVENSON wrote for the world many tales of wild adventure, verses merry and tender, and gentle stories of quiet, gentle folk. Among the latter, the best known is his *Will o' the Mill*, a story of a mountain lad who lived his quiet days in one spot, seeing much of the world's bitterness, but retaining a peaceful serenity to the end.

There are but few copies of the charming edition of this book, published by The Roycrofters some time ago. These are bound in limp leather, with turned-edge style of binding. The title-page, initials and tailpiece are hand-illuminated.

The price of these books is Three Dollars each.

THE ROYCROFTERS, East Aurora, N. Y.

Old John Burroughs

*Serene I fold my hands and wait,
Nor care for wind, nor tide nor sea;
I rave no more 'gainst time nor fate,
For lo! my own shall come to me.*

THESE are the opening lines of the great poem written by John Burroughs, which is the foreword to Elbert Hubbard's essay on this poet, naturalist, philosopher.

This essay is a sincere appreciation of one sympathetic soul for another.

The book is beautifully bound in Three-fourths Levant. The title-page and initials are hand-illuminated, and many of the pages are decorated with sprays of daintily colored flowers.

This book is especially suited for the Spring gift season.

The special price on this book is Five Dollars.

THE ROYCROFTERS, East Aurora, N. Y.

SEND ROYCROFT CANDY TO YOUR VALENTINE.

Modeled-Leather Mats for Bridal Gifts

A lovelier gift for an Easter Bride could not be selected than one of these exquisite modeled-leather mats. A few of our new designs are shown here. The coloring of these mats is a golden-bronze, of a tone which will harmonize with any color-scheme in the new home.



Rose Design



*Conventional
Mistletoe*

VASE-MATS

Diameter, 7 inches,	\$ 1.00
Diameter, 8 inches,	1.25
Diameter, 9 inches,	1.50
Diameter, 10 inches,	1.75

LAMP-MATS

Diameter, 12 inches,	\$ 2.25
Diameter, 15 inches,	3.50
Diameter, 18 inches,	5.00
Diameter, 20 inches,	7.50
Diameter, 22 inches,	10.00



Conventional Rose

A set of two or three mats of different sizes is satisfactory for use under lamp and vases, on your library-table.



Dragon-Fly Design

We also have mats in Ivy-Wreath, Thorn-apple, Lotus & Moth designs. Mats in Moth and Dragon-Fly designs are made only in 20-inch and 22-inch sizes.

The Roycrofters, East Aurora, New York

AN AMERICAN BIBLE is the most valuable book ever issued in this country.—WILLIAM F. GABLE.



THE NEW ROYCROFT BARN, SHOWING THE KING AERATORS

THE KING AERATOR



THE ROYCROFTERS are farmers. Yes, Terese, you know the difference between an agriculturist and a farmer.

¶ The Roycrofters make farming pay. The Roycroft farm feeds more than three hundred people the year round — with a little surplus in the ginger-jar.

¶ We have three hundred acres of tillable land, and about two hundred acres of woodland and pasture: a sort of playground for beasts—brute and human.

¶ The Roycrofters have been building for eighteen years. Every New-Year's we make a solemn resolve never to build again, but when Spring comes and the warm breezes blow from the South and the blackbirds chirrup and the robins mate, The Roycrofters get together and make plans to build just one more building.

¶ Our last building is a barn, and here is a picture of it. It houses, as I write, just sixty-one cows, not to mention the bull. And on the silo in huge letters is the legend "Votes for Women," put there to iron out the ego in his supreme majesty.

¶ The average barn is not ventilated. Our barn

is ventilated with the King Aerator. We have other ventilating apparatus on other barns, but never have we succeeded in getting anything that absolutely takes all odor out of the barn, and supplies the cows pure, fresh air without the danger of drafts. This barn is one hundred twenty feet long. The two King Aerators do their work thoroughly and well.

¶ When you step into a barn and you notice a stifling odor of ammonia, just remember that this means taking so much vitality out of your animals.

¶ Sleeping out of doors on a sleeping-porch increases a man's efficiency fully twenty per cent. There is no mistake about this.

¶ Also, we find an increase of from fifteen to twenty-five per cent in our milk, compared with the cows kept in this barn where we have King Aerators, and other barns ventilated by "natural selection." ☛ ☛

¶ Folks used to drink anything that the milkman left on the window-sill. Now humanity is getting careful about what it puts into its innards; the best is none too good.

¶ Every farmer should see that his horse-barns, cow-barns, poultry-houses, hog-barns, are thoroughly and properly ventilated.

¶ Personally, I do not know of anything equal to the Galvanized-Steel King Aerator.

If you are a farmer, or only an agriculturist, you should write them for circular

THE GALVANIZED STEEL CUPOLA COMPANY
ONE HUNDRED EIGHTEEN VINE STREET ☛ ☛ ☛ OWATONNA, MINNESOTA

Why not mention THE FRA when writing to advertisers?

MERCERIZED SCRAPPLE

THE DUTCH brought to this country something more than the sterling qualities of honesty and industry, for which they are so justly renowned. ¶ Scrapple, most delightful of breakfast-foods, traces a pedigree straight to the Pennsylvania Dutch.

Some say the manna mentioned in Holy Writ was nothing more or less than Scrapple. If so, the miracle is readily explained. The Dutch Compañee was ensconced on the heights, pelting scraps of scrapple down on the domes of their ancient enemies, the Israelites. This is the only time I ever heard of Hebrews "saving the bacon."

Nowhere is Scrapple made with greater care than on Big Oak Dairy Farm, Downingtown in Downingtown, Pennsylvania.

Scrapple made the way George O. Mercer makes it, is a dish fit for the gods. Palatable young porkers, born, raised, reared and educated on a dairy-farm famous for cleanliness, sanitation and scientific methods—but what's the use! The ingredients that go to make up Big Oak Scrapple are, like Caesar's wife, free from the taint of suspicion. They are *assa reprocha*. The quality of Mercer is not strained. If you linger for a dainty delicacy that will melt in your mouth, drop a line to George O. Mercer, requesting particulars and prices of Big Oak Dairy Scrapple. And just mention the fact that you are a reader of *The Fra*.

BIG OAK DAIRY FARM, Downingtown, Penna.



This is Fra Mercer, the Guy who does n't put the Scrap in Scrapple.

Hardy, Home-Grown Nursery Stock



GEORGE H. WHITING, proprietor of the Whiting Nursery Company, is the largest grower of fruit, shade and ornamental trees, shrubs and plants in the State of South Dakota.

¶ Whiting has been in the nursery business thirty years. He knows everything that will not work. ¶ Also, he knows practically everything that will; and this experience is ever at the disposal of his friends and patrons, of the which he respectfully requests that you become one of the same.

Whiting's stock is home-grown and hardy. All stock is guaranteed to ring true to name and reputation, and to thrive, flourish and prosper, provided it receives proper care and attention.

Whiting caters to cities and communities in which the leavening influence of civic pride is at work. He is prepared to furnish cities, parks and cemeteries with shade-trees and shrubs in carload quantities.

¶ City Commissions should get in touch with Whiting. His prices are especially attractive, for the reason that he employs no agents, preferring to save the agent's commission for the purchaser.

Whiting's New 1913 Catalog

the same being his Twenty-ninth Annual Prospectus, will be ready for distribution about the First of February. ¶ Better send for a copy now—a two-cent stamp turns the trick.

Whiting Nursery Company

Yankton, South Dakota

Established 1884

Capital Stock, \$100,000.00

A BANQUET BEANAZINE

By FRA ELBERTUS



ON the evening of January Eighth I attended a banquet of the Ad-Craft Club at Akron, Ohio. Akron is the "Rubber City"—a beautiful, growing, prosperous, progressive town possessed of one spirit, and that the right spirit.

¶ As I sat munching, trying to hang on to a few Rameses fairy-tales, a fellow came up to the table and leaning over, said, "Do you write ads?" "Sure!" I said.

¶ "Well," he answered, "there is a man back here who says that all of your ads are written by ex-convicts. In fact, he says you run a publicity sweat-shop, making use of the services of boys in knee-breeches and girls under age. If you can really write an advertisement, just dash me off one now. I am looking at you!" ¶ And so, as he and the bunch looked on, I dictated to Percy an ad, and Percy hit up the Remington right there before them. And here is the ad—right on page thirty-one. It was passed around the merry banquet-hall, criticized, jumped on, but in the main O.K.'d.

¶ In any event, the Goodrich people liked it so well they gave me an order for an insertion of the Good Stuff in THE FRA. And here, today, comes an order from them for 250,000 reprints to be used as circulars. ¶ How do you like the ad? Also, do you want one covering your own products, for THE FRA or THE PHILISTINE? Did I hear you murmur "Yes"?

Why not mention THE FRA when writing to advertisers?

Soft Leather Pillows and Table-Covers

FULL-SKIN
PILLOW



Price, \$5.00

Pillows should mean comfort. In every house is at least one comfy corner for lounging. This is the corner for real pillows — not fancy furbelow affairs, but real lounging-pillows.

The Roycrofters make two styles of pillows from Sheepskins. One style is made of two full skins, laced together. The other style has laced edges. These pillows come in red, gray, brown and green.

TABLE-COVER



Price, \$2.00

We have Table-Covers in colors to match the pillows

LACED-EDGE
PILLOW



Price, \$6.00

The Roycrofters, East Aurora, New York

Any man who is familiar with the eight authors represented in AN AMERICAN BIBLE is an educated man.—W. C. BROWN.

SHOPPING-BAGS OF MODELED LEATHER



THE modeled-leather hand-bags made at The Roycroft Shop can not be surpassed in workmanship or beauty of coloring. The two bags shown here are of the finest quality of Spanish Cowhide. The modeled designs are simple and appropriate. These bags are suitable for useful service and they are also in keeping with an afternoon gown



Price, \$12.00

Shopping-Bag



Price, \$3.50

Afternoon Bag for a Young Girl

Shopping-Bag modeled in Empire design. Size, 8 x 9 3-4 inches. This bag is lined with ooze-morocco and has an inside purse. Price \$12.00
Same design, size 7 x 9 1-4 inches. Price 10.00

THE ROYCROFTERS

EAST AURORA, ERIE COUNTY, NEW YORK

Eight men and one woman wrote this American Bible. Its publication marks an epoch.—FREDERICK D. UNDERWOOD.

Hints and Don'ts For Travelers

By the Midway Poet

NOT from the press January 11, 1913. There may be seen stories that will make you confess that you never saw the like. The author has made a lucky strike. Send a dime to make it rhyme, also a one-cent stamp to relieve the author's cramp. You will not fail to receive by mail a copy of the same, with the author's name and picture there. A man burdened with care. He dined at The Roycroft. It was mighty soft. 1913, New-Year's Day, blythe and gay

THE FAIRBANK SYNDICATE
Midway Boulevard and Madison Avenue
Jackson Park Station CHICAGO

"Our Telephone Service"

IN the December *Fra* appeared an article entitled *Our Telephone Service*

All copies of the December *Fra* have disappeared from mortal view as far as we are concerned, and in answer to many requests, we have reprinted the article above mentioned in booklet form, with a picture of Mr. Theodore N. Vail as a frontispiece.

This booklet will be sent on request on receipt of five two-cent stamps.

THE ROYCROFTERS
East Aurora, N.Y.

infant legs. It has a written constitution and governing committees. It has members who are ready to give money that it may have power and life. It has behind it men and women who think, see into the future, and analyze things as they are. They see that the world has overlooked things in the past. They hope to make the days to come better.

They would make tired, dwarfed, fun-hungry bodies of miniature men and women, the future fathers and mothers, joyous and glad to be living. They would make a better race on earth. They are disciples teaching a new creed—the creed that leads into the open air and sunshine

Pipe the Good Stuff for the March *Fra*!

A Business Builder—An appreciation of the remarkable career of President Bush of the Missouri-Pacific, and his great work in breathing the breath of life into moribund railroads.

The Art of Advertising—Some interesting sidelights of vital interest to businessmen.

How Foremen Are Made—Showing that the day of opportunity has not passed—in fact, that a young man's chances are greater than ever before.

An Anglo-Franco-German Alliance—A new recipe for the peace of nations.

The Price of Gasoline—Of compelling interest to owners of buzz-wagons.

Preventing Accidents—A most powerful temperance lecture.

All of the above are by Elbert Hubbard.

The Passing of the Poet, and Co-operate, by Alice Hubbard, written in her usual happy style and terseness of expression.

How to Discover Niagara, by Walter P. Eaton. Some startling facts regarding the Cataract and the city on its banks, with some equally startling conclusions.

The World's Unsolved Enigma—A plea for disarmament, by Andrew Carnegie.

Souvenir, by Eden Phillpotts, in which the celebrated English Novelist makes some interesting comparisons between monotheism and polytheism.

The Medical Trust, by Nona L. Brooks—Some cosmic canister that will kick up an awful kitchy-koo.

Ich Dien, by W. M. Reedy—A promise and a forecast, by one of America's greatest stylists, anent the coming inauguration.

HUMAN hearts and love have started a movement in Houston, Texas, that is worthy of the highest support. It is a great movement, a sacred work, a step onward toward a healthier civilization. Its object is a system of playground-parks. It is great because it will teach little children to play, to breathe deeper, to become splendid little animals

The Houston Playground and Recreation Association has begun to toddle upon its

Children of the city can not go to the fields and the daisies. They will bring the green-sward and the scent of the flowers to them. Houston is destined to become a big city, a metropolis. Already the shadows of the massive buildings are large and long. The dust is growing thicker in the air. Life has small chance when the sun is barred and when the light is manufactured. The saving of bodies is as great and as important as the saving of souls.—B. H. Carroll.

Why not mention THE FRA when writing to advertisers?

THE maternal instinct marvelously qualifies woman to offer the tiniest human being her whole love, to preserve and protect it with the sacrifice of her life. The spiritualization of this instinct means that such love shall become ever richer and freer. It means that she shall mother not only her own children, but all children. Not always does a woman need to bear children in order to be a mother. Many a schoolteacher does more mothering than the mother herself. And it means that she shall mother not only the human child of flesh and blood, but all that sprouts and grows, all that is nascent and struggling up into life,

every plantlet that a cruel foot would crush. And when all the seeds slumbering in the deep of a man's soul, when all the big children, which have not been able to reach their maturity, appeal for maternal love and nurture, that they may have their life's little day of joy and love, then it is the right of woman to raise her voice in behalf of the free path, so that the best that can be may be.

It is woman's right to see that potential humanity shall not fail to realize all its possi-

"Little Wireless Phones"

For the ears that will cause you to

HEAR

What eye glasses are to failing sight, my invisible ear drums are to lost or failing hearing. Just as simple and common sense and on the same principle, for they magnify sound as glasses magnify sight. They are really tiny telephones of soft, sensitized material, safe and comfortable, which fit into the orifice of the ears and are invisible. They can be removed or inserted in a moment and worn for weeks at a time, for they are skillfully arranged for perfect ventilation and anti-friction. These little wireless 'phones make it easy to hear every sound distinctly, just as correct eye glasses make it easy to read fine print. Among the nearly 400,000 people whom they have enabled to hear perfectly, there has been every condition of deafness or defective hearing. No matter what the cause or how long standing the case, the testimonials sent me show marvelous results.

Common-Sense Ear Drums

have restored to me my own hearing—that's how I happened to discover the secret of their success in my own desperate endeavors to be relieved of my deafness after physicians had repeatedly failed. It is certainly worth your while to investigate. Before you send any money just drop me a line. I want to send you *free of charge* my book on deafness and plenty of evidence to prove to you that I am entirely worthy of your confidence. Why not write me today?

GEORGE H. WILSON, President
WILSON EAR'DRUM CO., Incorporated
742 Inter-Southern Building, Louisville, Ky.



HOW TO SPEAK



**At Political Meetings—
Lodge and Board Meetings—
Public Dinners—
Anywhere**

GRENVILLE KLEISER,
(Former Yale Instructor)
through his famous Mail Course in Public Speaking and the Development of Power and Personality can also help you to sell more goods—converse entertainingly—build up a strong personality that will give you widened power and opportunity.

"Your Course has done for me just what you claimed, it has made a public speaker of me. It has built up my personality and self-confidence to such an extent that I do not mind how large the audience may be."—A. Taylor, St. John, N.B. Hundreds of similar letters on file.

Write on a Post-card: "Send me full free particulars of the Kleiser Public Speaking Course," and send it in—TO-DAY to
FUNK & WAGNALLS COMPANY
Dept. 646
NEW YORK



REPETITION and REPUTATION



ADVERTISING is in its infancy, but for all that, it is a mighty healthy ginx, an infant Hercules rapidly outgrowing its swaddling Stein-Blox.

Success in business depends on the degree of persistence with which you keep your name and product before the public. It is largely a case of Repetition. And Repetition brings Reputation—take my word for it. The Roycroft Magazines reach people who appreciate quality. If you don't believe it, come across with an order for space, and watch business boom while you wait.

ELBERT HUBBARD, *Publicist*
East Aurora, Erie County, New York State

FRENCH, GERMAN SPANISH OR ITALIAN



To speak it to understand it, to read it, to write it, there is but one best way. You must hear it spoken correctly over and over, till your ear knows it. You must see it printed correctly till your eye knows it. You must talk it and write it. All this can be done best by the

Language-Phone Method
Combined with Rosenthal's Practical Linguistry

This is the natural way to learn a foreign language. You hear the living voice of a native Professor pronounce each word and phrase. He speaks as you desire—slowly or quickly, night or day, for minutes or hours at a time.

Anyone can learn a foreign language who hears it spoken often enough; and by this method you can hear it as often as you like.

It is a pleasant, fascinating study; no tedious rules or memorizing. It is not expensive—all members of the family can use it. You simply practice during spare moments or at convenient times, and in a surprisingly short time you speak, read and understand a new language.

The method is highly endorsed and recommended by well-known members of the faculties of the following universities and colleges:
Yale, Columbia, Chicago, Brown, Pennsylvania, Boston, Princeton, Cornell, Syracuse, Minnesota, Johns Hopkins, Virginia, Colorado, Michigan, Fordham, Manhattan, St. Joseph's, U. S. Military Academy.

Send for interesting booklet, particulars of free trial offer, and terms for easy payment.

THE LANGUAGE-PHONE METHOD
965 Putnam Building 2 West 45th Street, N.Y.

bilities for lack of mother's love, and that woman's power shall not decay because it is not spent in blessing mankind.

—Professor George Burman Foster.

TO board a man in jail costs three dollars a week—this beside the "overhead." Supervised playgrounds cost per pupil ten cents a week. To empty the jails, teach boys and girls to play and work—and work is only play where you work under right conditions.

Why not mention THE FRA when writing to advertisers?

Decorative Candle-Holders of Hand-Wrought Copper for Easter Gifts



**Modeled-Copper
Sconce**

Price, \$2.00

Diameter of candle-cup, 1 inch.
Height, 10 inches.



THE soft glow of yellow candle-light is always welcome and comforting after the glare of electricity. The Roycrofters have made individual candle-holders for use in different places, each distinctive in size, shape and coloring.



Colonial Sconce

Price, \$3.00

Diameter of candle-cup, 1 inch.
Height, 13 inches.



**Combination Taper and
Ash-Tray**

Price, \$2.00

Tray, 5 inches. Height, 6¼ inches.



Tulip Taper

Price, \$2.00

Diameter of base, 3½
inches. Height, 13 inches.



**Colonial
Candle-
Holder**

Price, \$2.00

Diameter of tray, 4 inches. Height, 2 inches.

The Roycrofters, East Aurora, Erie County, New York

Eight men and one woman wrote this American Bible. Its publication marks an epoch.—FREDERICK D. UNDERWOOD.

Bowls and Ferneries for Spring Plants and Flowers



FLARE-TOP BOWL

Flare-Top Bowl of Copper
Diameter, $6\frac{1}{2}$ inches. Height,
3 inches. Price, \$2.50.



ROYCROFT BOWL

The Roycroft Bowl. Diameter, $10\frac{1}{4}$ inches.
Height, $5\frac{1}{2}$ inches. Price, \$6.00.

The bowls and ferneries made in The Roycroft Copper-Shop have a certain indefinable charm. This is given by the happy combination of grace of form and beauty of coloring.



FLUTED-EDGE FERN-PAN

Made of Copper; Price, \$2.50.

At Roycroft we have a force of happy artists who have ideas and materialize them in hand-wrought copper—beautiful things, unique, peculiar, showing the loving marks of the hammer.



COPPER JARDINIERE

Diameter at top, 10 inches;
Height, $11\frac{1}{2}$ inches. Price,
\$10.00.



BRASS JARDINIERE

Diameter, 12 inches; Height, 11
inches. Price, \$20.00.

The Roycrofters, East Aurora, N. Y.

AN AMERICAN BIBLE is the most valuable book ever issued in
this country.—WILLIAM F. GABLE.



Farr's Catalog will be forwarded to any address for the asking.
Do it now!

Fra Farr, Flower Fancier

Bertrand H. Farr, Nurseryman by prenatal tendency and divine right, has a hobby—call it a passion, if you like—which has developed into country-wide proportions.

The Farr Nurseries at Wyomissing are admirably complete. Here flowers of every kind, shape, form and variety are nursed into life and light by loving kindness which never leaves them until they are safe in the hands of the purchaser ♣ ♣

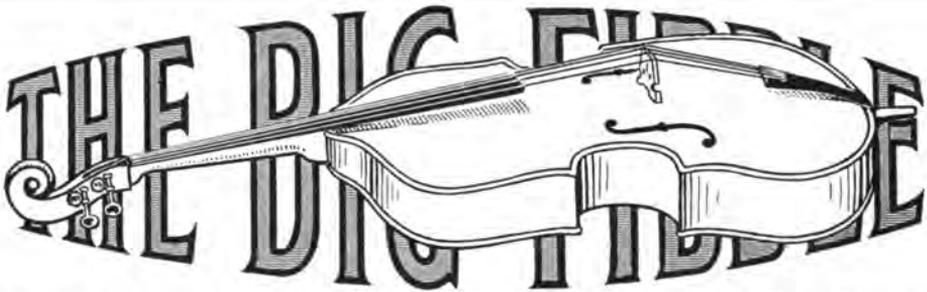
In Farr's list of Hardy Plants are many blossoms and bulbs which should grow in your garden.

Farr has been specially successful with Irises and Peonies, but he can give you expert advice touching all Hardy Flowering Plants and Shrubs.

The Fourth Edition of Fra Farr's 80-page book on *Hardy Plant Specialties*, recently issued, is a classic. It contains thirty-eight photographic reproductions, eight of them in colors ♣ ♣

If you love flowers and flower-gardens, you can not afford to miss Farr's Catalog. It has the "human interest" touch which lifts it out of the catalog class. Send your letter to

Bertrand H. Farr, Wyomissing Nurseries
108 GARFIELD AVENUE, WYOMISSING, PENNA.



Gardens grow (when tuned by the hoe) from the volume of strength contained in

BIG FIDDLE SEEDS

*You've tried the rest, now plant the best. Big Fiddle stickings make luscious pickings.
Sorted by hand, fitted for your land; there is a difference, Do you care?*

POLL the tootsies that huddle under your table. For every wood, metal or cork Cosmo you find, count it two. Then mail me the amount of human silos you wish your garden to fill.

Without any cost to you I will mail you garden chart fitted for your particular use, stating what, when, and how to plant.

S. E. WATERS :: In the Great Miami Valley :: Miamisburg, Ohio

N. B.—I am different from other men: I wish to hang your garden on the end of the rainbow. Do You Care?

Why not mention THE FRA when writing to advertisers?

THE WORLD MOVES

An Ad-Vibe

By

Elbert Hubbard

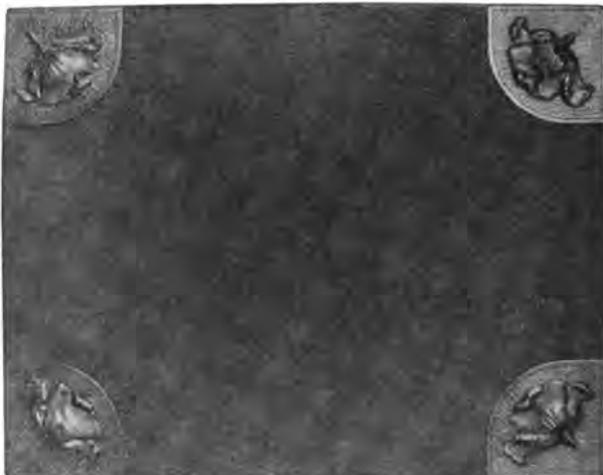


NOT one-quarter of the people in the world live in their own houses. The rest of the folks move on May-Day—or before. ¶ And if we are rich enough to own a home, then we are rich enough to travel, and we move, just the same. ¶ More than ninety-nine per cent of adult people in America own a trunk, or a chest, or a moving-box. ¶ Twenty-five per cent of adults in America live in trunks. That is to say, one-fourth of our population must have a trunk easily accessible, for some of their belongings are packed in it. ¶ And this twenty-five per cent of American adults packs its worldly possessions into trunks and moves on. ¶ To say that twenty-five per cent of the American people have Trunk Troubles is a conservative estimate. We have more Trunk Troubles than a pachyderm. ¶ When a trunk goes out of your room it has become baggage. ¶ Baggage is lifted, pulled, hauled, mauled, tossed, slammed, thrown and dropped. Its contents are shaken, shoved, twisted, turned, and sometimes deposited on the sidewalk, in the baggage-car, on the express-wagon, or gently scattered over the cobblestones on the way from the railroad-train to its destination. ¶ The condition of mind of the owner of such baggage is miserable to contemplate. He is unfit for society or service. ¶ "I am utterly ruined," exclaimed a weary traveler when he saw his personal effects scattered among the bootblacks, and his trunk in kindling-wood. He looked a part of the calamity as he stood disconsolate among the ruins. ¶ Such incidents used to be a common calamity—and are now where people do not own INDESTRUCTO Trunks. ¶ What is an INDESTRUCTO trunk? Wait a minute, Terese, and I'll tell you. In Mishawaka, Indiana, there is a factory which makes INDESTRUCTO luggage. These trunks are made so as to avoid destruction through concussion, extreme pressure from within or without. ¶ Every corner and edge is reinforced; so the weakest place must stand the strain, and the only way to fix that as I maintain is to make that place just as strong as the rest—and stronger. ¶ They have the best patterns that experienced makers of luggage have designed. The trunks are reinforced around the body, strapped and locked, so that there is no place that receives too much strain. The pressure is distributed. ¶ The INDESTRUCTO folks make trunks for women who own elegant wardrobes. Milady may hang her gowns in her trunk. She may pack her wardrobe in an INDESTRUCTO as systematically as in her dresser at home. ¶ A gentleman of leisure, or a traveling man, may pack his belongings in an INDESTRUCTO with security, knowing that when he opens his trunk, he will find undisturbed what he packed. ¶ The INDESTRUCTO people make trunks of all sorts and sizes, steamer-trunks for men and for women. Trunks for long visits and short ones. Trunks that can cross the Continent and the ocean, and carry your wardrobe safely. ¶ Besides this, every INDESTRUCTO trunk is numbered and registered. With very little care on the owner's part, the trunk can be identified anywhere and returned to him. ¶ This INDESTRUCTO Registry System means that, if your trunk is lost, you'll be notified by the INDESTRUCTO Trunk Manufacturers where your baggage is, because the baggageman has notified them that one of their trunks, quoting the number, is in his baggage-room, and they will notify you. ¶ Not only do the INDESTRUCTO people make trunks, but bags and luggage of all kinds. Suitcases for men and women made of the best material, with every convenience, and of a weight and quality that you wish. Hatboxes to suit the most fastidious. Portfolios—everything that a traveler can need or use. ¶ INDESTRUCTO luggage is made on honor. The best material used by the most skilled workmen. ¶ The great moving population of America needs INDESTRUCTOS. ¶ Ask your dealer, or write to

National Veneer Products Company
Mishawaka, Indiana

Gifts for Easter Brides and Bridegrooms

Too often, when sending Wedding-Presents, the groom is reckoned a negligible quantity. Here are two suggestions for gifts which will be appreciated by the two young people who are interested in making a new home.



Modeled-Leather Wastebasket



**Desk-Pad with Hand-Wrought
Copper Corners, Poppy Design**

The design of the corners of the desk-pad is modeled by hand. The pad is suitable either for a lady's or a man's desk. Size, 19 by 24 inches. Price, \$7.00.

The Modeled-Leather Wastebasket is specially good-looking and, better still, absolutely practical. It permits no scattering of contents. This basket is 9 inches in diameter and 15 inches deep. The Price is \$7.00.

**The Roycrofters
East Aurora, New York**

SEND ROYCROFT CANDY TO YOUR VALENTINE.



EUGENE GRUBB AT THE ROYCROFT SCHOOL

THE POTATO

By **EUGENE H. GRUBB**

Assisted by his friend,
W. S. GUILFORD

THE Irish Potato originated in America. That is why it is called "Irish." Its introduction into Ireland did, however, save the people of that country from starvation. ¶ The Irish were the first people to produce a big yield of potatoes. In America the Indians had raised small potatoes and few in a hill. The Pilgrims improved on the farming of the Indians and raised a hundred bushels to the acre. ¶ The Irish succeed in raising from two to five hundred more bushels to the acre. ¶ The record crop was raised by Lord Rosebery, who produced two thousand bushels on a single acre. ¶ The best potato-land in the United States is worth five hundred dollars an acre, because it will pay a return on this valuation. ¶ Potatoes are the world's most important food-crop. ¶ As yet, however, as a people, we are really on the Red Indian's preserve—we raise small potatoes and few in a hill. ¶ Eugene Grubb tells us how to treble our average yield. Get rich on potatoes? Sure. There are a few millionaire potato-raisers in America. There should be many. If you are a farmer or a gardener, read Grubb's book. If you are not, read it just the same.

All the known facts about the world's greatest crop in one authoritative book
Illustrated. Net, \$2.00

THE ROYCROFTERS, EAST AURORA, N. Y.

Any man who is familiar with the eight authors represented in AN AMERICAN BIBLE is an educated man.—W. C. BROWN.

HAYNES

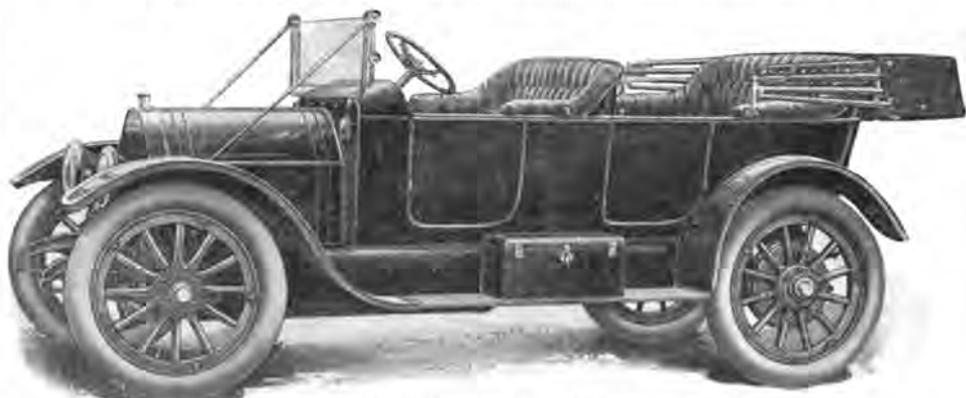
a known car

NAPOLEON defined Genius as "the capacity for taking infinite pains." ¶ This capacity for taking infinite pains, coupled with commonsense and a priceless fund of practical experience stretching into the past a score of years, forms a mighty firm foundation on which to build success. On such a broad business basis is built the success that has come to the Haynes Automobile Company. ¶ The first Haynes, constructed back in 1893, was the best "horseless carriage" available at the time. Also, the only one. It had no rivals in well-doing. ¶ Each succeeding Haynes Model has been the best that time, money, experience, and a "capacity for taking infinite pains," could evolve. ¶ The 1913 Haynes has been made possible by all that has gone before. Every Haynes car constructed has contributed its quota of value to this year's models. The result is seen in two completely equipped, luxuriously appointed cars that command profound admiration everywhere and are conceded by experts to be among the finest cars ever built. ¶ Haynes Model 22, a handsome, refined, powerful car, equipped with simple and efficient electric starting and electric lighting system, has been a popular seller for several months in the most discriminating markets. It is a big car that will appeal to your sense of values. Absolutely complete equipment. Price \$2250, f. o. b. factory. ¶ Model 24, first announced in December, is a slightly smaller car that sets a *new standard* of value in the \$1800 car class. Electric starting and electric lighting system, luxurious twelve-inch upholstery, splendid equipment. Five-passenger touring car, \$1785, f. o. b. factory.

See your Haynes Dealer, or write for Catalog today

HAYNES AUTOMOBILE COMPANY, 16 Union Street, KOKOMO, IND.

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This is the New Haynes Model Twenty-two

Why not mention THE FRA when writing to advertisers?

A Hand-Wrought Copper Vase
*for American Beauties and
Chrysanthemums*

Diameter of bowl
8 inches

Diameter of base
7½ inches

Height, 22 inches

Price, \$10.00



THE ROYCROFTERS
East Aurora
New York

"BUY YOUR SHOES AT COWARD'S"



FOETY-NINE years ago James S. Coward started in the shoe business down on Greenwich Street, New York City. ¶ Business was nothing pretentious the first year or two, but this did not worry the young man. He was building for life, and J.-Rufus-Wallingford schemes were tabu from the very first. ¶ Also, James S. Coward realized the importance of telling people who you are and what you have to offer them in exchange for their hard-earned. ¶ He hit upon the idea of sallying forth after nightfall armed with a brush and a bucket of whitewash, and decorating all the curbs within reach with this legend: "Buy your shoes at Coward's." ¶ James S. Coward was the first to put to the practical test the Special-Service Idea, as applied to Shoe-Selling. ¶ Coward believed that individual tastes and prejudices should be humored. ¶ And so it is that after half a century of success in well-doing, James S. Coward commands the complete respect and best wishes of every one with whom he has ever had dealings. He believes, with Andrew J. Kellogg, in friendship founded on business, not business founded on friendship. His customers are his friends — and his best customers are his best friends. Also, he is *their* friend. ¶ If you want to be shoe-suited, with nary a doubt as to results, you should visit the big Coward Shop down on Greenwich Street. ¶ If you can't call, yourself (and by the way, Coward has but the one store, and employs no roadsters!), a letter explaining your needs will bring you profound satisfaction. ¶ Better write now and get properly fitted. Life is good when you are sensibly shod. Let Fra Coward be your Father Confessor, and attend to your sole *shoe*.

THE COWARD SHOE FOR MEN, WOMEN & CHILDREN

¶ You Folks who have never been quite foot-suited should write to Mr. Coward for His Little Book, picturing the Coward Family.

Some Coward "SPECIAL" Shoes

The Coward Extension Heel Shoe - - - - - (for weak arches)
Made in our custom dept for over 30 years

The Coward Good-Sense Shoe - - - (made especially for tender feet)

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