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The Progress MAGAZINE

(FORMERLY ETERNAL PROGRESS)

JUNE

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THE PROGRESS MAGAZINE

CHRISTIAN D. LARSON, Editor

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The cover shows a view of The Horseshoe Falls of the Missouri River at Great Falls, Montana. Height, 36 feet.

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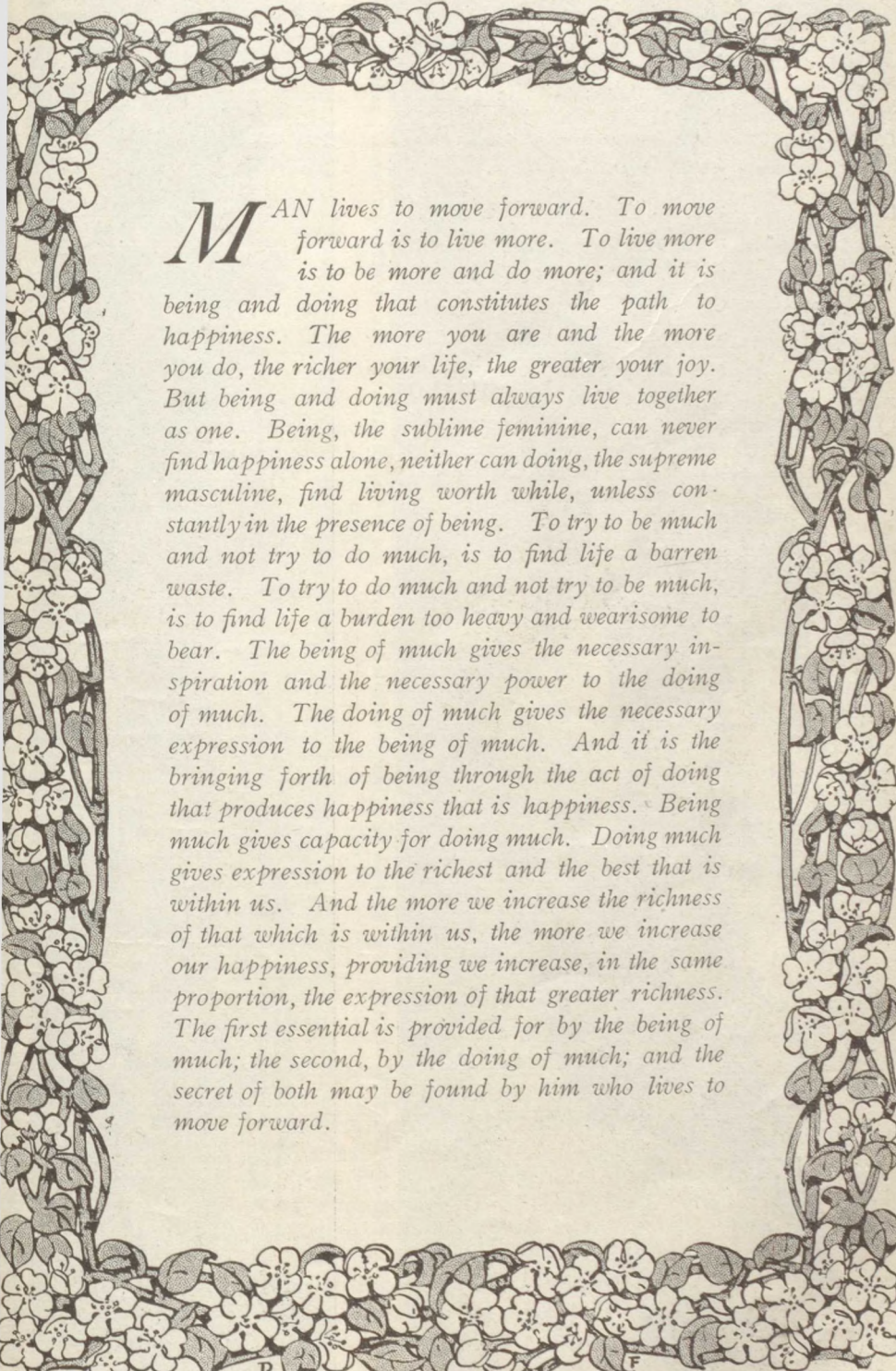
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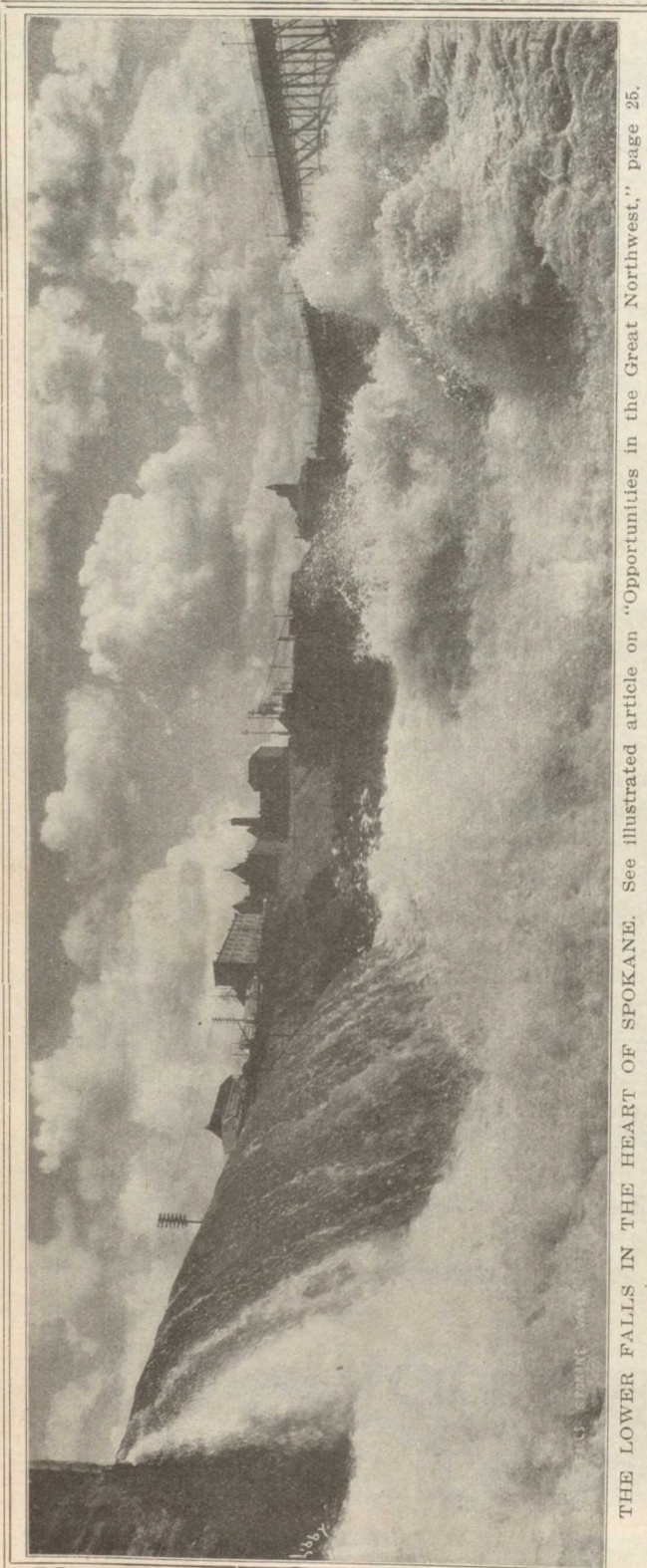
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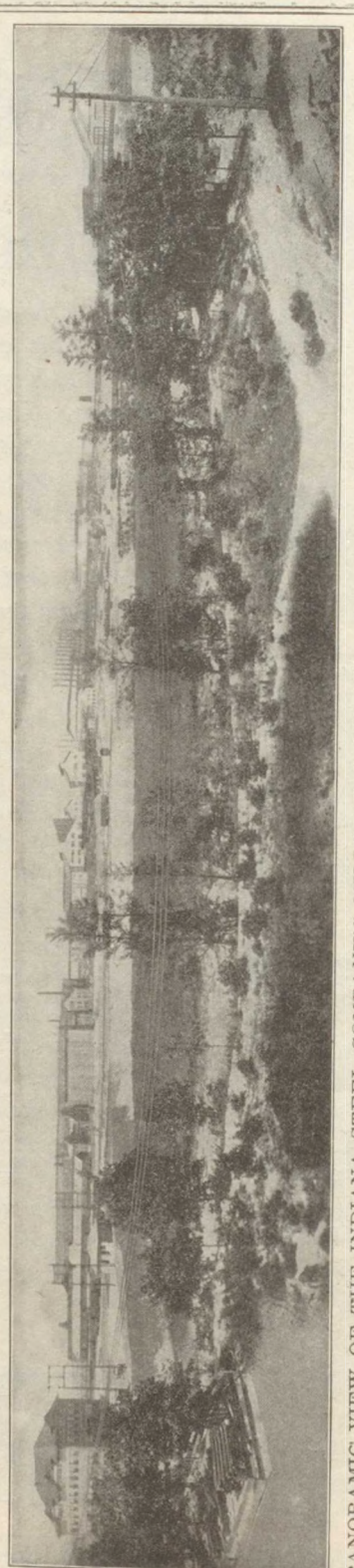


MAN lives to move forward. To move forward is to live more. To live more is to be more and do more; and it is being and doing that constitutes the path to happiness. The more you are and the more you do, the richer your life, the greater your joy. But being and doing must always live together as one. Being, the sublime feminine, can never find happiness alone, neither can doing, the supreme masculine, find living worth while, unless constantly in the presence of being. To try to be much and not try to do much, is to find life a barren waste. To try to do much and not try to be much, is to find life a burden too heavy and wearisome to bear. The being of much gives the necessary inspiration and the necessary power to the doing of much. The doing of much gives the necessary expression to the being of much. And it is the bringing forth of being through the act of doing that produces happiness that is happiness. Being much gives capacity for doing much. Doing much gives expression to the richest and the best that is within us. And the more we increase the richness of that which is within us, the more we increase our happiness, providing we increase, in the same proportion, the expression of that greater richness. The first essential is provided for by the being of much; the second, by the doing of much; and the secret of both may be found by him who lives to move forward.

R F



THE LOWER FALLS IN THE HEART OF SPOKANE. See illustrated article on "Opportunities in the Great Northwest," page 25.



PANORAMIC VIEW OF THE INDIANA STEEL COMPANY'S MILLS AT GARY, IND. See illustrated article on "The Growth of Gary," page 9.

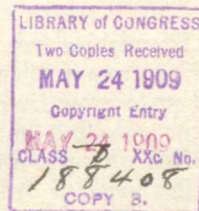
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EDITORIAL



WE are all in possession of life. We are all face to face with the problems of life. We are all trying, more or less, to solve those problems. And we are all in search of that something in life that will make living thoroughly worth while. This "something," however, is not a profound secret beyond the reach of the many. It is not beyond the reach of anyone; in fact, it is already very much alive in the mind of everyone, and it may be fully defined in the one word, "progress."

CONTINUOUS advancement is the royal path to health, happiness and harmony, to peace, power and prosperity. It is progress—progress in all things—progress every day and every hour that makes life worth while. The only satisfying life is the advancing life. The only natural way out is to grow out. Human nature demands increase, continuous increase, and increase in all things; and the law of progress when applied in all things will produce such an increase.

TO promote progress in all things, the first essential is to have a definite goal, a goal that contains everything that a complete life can possibly need or wish for; the second essential is to desire to reach that goal with a desire so strong, so continuous and so persistent that it becomes an irresistible power in every thought and action; and the third essential is to direct all the forces and elements of mind and body to work toward that goal. This is the secret, *know* what you want, *desire* what you want, and *work* for what you want.

ANYONE can form resolutions, and anyone can carry out his resolutions if he so desires. What we have the power to originate we have the power to apply in practical action. To publish the resolutions of anyone in particular would therefore seem superfluous; but the following is too good to be hid under a bushel: "Never, under any circumstances whatever, shall I find fault with a single person, no matter how inferior his work may seem to be, so long as I know he is sincerely trying to do his best."

IT pays to be happy. Happiness is not a luxury, but a necessity. The beneficial effect of mental sunshine on life, ability, strength, vitality, endurance, is most pronounced. Happiness is a building force, one of the greatest in the human system, and as we all desire to attain much and achieve much, we want every building force we can possibly secure. But we do not refer to superficial cheerfulness, nor the artificial smile "that won't come off," because it is held there by force; we refer to that happiness that wells up from within, that soul-joy that makes you feel thoroughly good through and through.

MAKE it a point to be happy no matter what comes. When adversity comes, don't simply "grin and bear it;" be happy to think that you now have another opportunity to prove to yourself that the *all* in yourself is greater than any adversity in the world. Meet difficulties in this attitude, and the "trials and tribulations" of daily life will simply become "rare sport;" besides, so long as you

retain your happiness you will retain all your power; and all the power that is in you is sufficient to overcome every obstacle, conquer every adversary and turn every circumstance to good account.

MENTAL sunshine not only attracts the best from without, but it also causes the best to grow from within. We all prefer the sunshine, and we are naturally attracted wherever a sunbeam is in evidence. The same is true of qualities and mental faculties. Everything wants to be in the sunshine; everything thrives and flourishes when in the sunshine. No seed can grow where the soil is dark, damp and soggy. The sunshine is indispensable if growth and increase are the objects in view. And this law holds true not only in the fields and gardens about us, but also in the garden of the mind.

NEVER lose faith in the race. It is the shortest route possible to unhappiness, failure and want. There is more good in any man you may meet than you ever imagined your "ideal" could possess. When your ideal of a certain man seems to be shattered, remember, that the man himself is greater, by a thousand times, than the highest ideal that you could possibly form of any living soul. The ideal may be beautiful, wonderful, sublime; but, compared with the real, it is nothing more than a cheap imitation. Ideals, however, are necessary; they are the steps that lead to the greater heights of the real; in fact, they are the only steps. Progress, advancement, attainment—these are possible to the idealist alone.

FATE is the natural result of your desire. What is to happen to you in the future will depend upon what you desire in the present. Your strongest desires determine how you are to think, how you are to act, how you are to work; and also what fields of attainment and achievement you may decide to enter. Present desires build up future tendencies, future inclinations, future ambitions, future capabilities. In brief, you will grow and develop, live and work, along the lines of your strongest desires. As your desires go, you will go; therefore, you may de-

termine your position to-morrow by selecting your desire to-day.

CLEARLY fix in mind what you wish to secure and accomplish; then create your desires along those lines. Make those desires stronger and stronger, until you feel yourself moving toward your goal with an irresistible force. Be calm, be positive, be determined, and aim to make every desire subconscious. When every desire becomes subconscious, every power in your being will work for that which you desire to gain. The *all* in you will work for your object in view; and the *all* in you is great enough to accomplish anything you may have in view.

EVERY desire becomes subconscious that is so deeply felt that it stirs to action every element and force in your being. Superficial desires have practically no effect upon life, while subconscious desires invariably become ruling factors in life. Desire nothing but that which you actually wish to gain or accomplish; then make that desire deep, strong and *persistent*. Give all your life to it; give all your thought to it; give all your force to it; and live in it every minute. You will gain your wish; your desire will be fulfilled; your dream will come true.

THINK great thoughts. Nourish your mind with the best that you can provide. Small thinking leads to mental inferiority. Lofty thinking leads to mental superiority. Think habitually of the high, the noble, the great, the wonderful, the extraordinary. It is the shortest route to greatness, ability and power. Never dwell on trifles. Do not feed your mind on waste product. Provide your mind with the best, and your mental powers will respond by being and doing their best. Thoughts lead to habits; and habits produce character, or the lack of it. Select the thoughts you want, and you will build the character you want.

GREAT thoughts lead to great deeds. Think of the great and the extraordinary, and you will stamp superiority upon everything you do. Ere long you will be too large for your present position.

You will be ready for something better, and for every person who is ready for something better there are a score of better places waiting. Great thoughts tend to bring out *all* that is in you. Think of the great and the extraordinary in others and you arouse to action the great and the extraordinary in yourself. Live mentally with the master minds of every age. Desire deeply and *persistently* to possess their power; and know that the *all* in you contains that power.

LIVE in the upper story of mind, thought, feeling and purpose. There is nothing worth while in the lowlands. The glory and splendor of life is found on the heights. Keep your feet upon the earth, but keep your head in the clouds. Revel in visions and dreams of the most extraordinary nature, and turn them all to practical use by living in constant contact with the deeds and needs of every day. Live in the upper story of life and thought, and your faculties will gain possession, more and more, of the greater powers of those superior realms. Nothing but ordinary mentalities can be developed in the lower story. But no mind can live habitually in the upper story without growing in power, ability and worth.

THE thoughts you think are the seeds you sow. Your harvest will be accordingly. No intelligent agriculturist will use for seed the trash that is blown out at the rear of the fanning mill. He will use nothing but the most perfect and the best developed seed he can secure. Should not the agriculturist of the mind be even more particular? And we are all agriculturists of the mind. Every mind is a garden; every thought we think is a seed sown in that garden. It is therefore evident that he who sows only mental seeds of greatness, nobleness and high worth will reap a harvest of greatness, nobleness and high worth. But the harvest is not in the distant future. Many a seed that is sown to-day will be ready for the reaper to-morrow.

WHETHER you meet the world in the positive or the negative attitude is frequently the one factor that

determines the measure of success for you. In the negative attitude you follow the stream, even though it may lead directly to failure and want. In the positive attitude you go where the greatest opportunities are in evidence, regardless of the current of the stream. In the negative attitude your own will is dormant and your own desires give place to the desires of others. In the positive attitude your desires are so deep and so strong that no power in existence, except your own will, can change them; and the full power of your will, conscious and subconscious, is constantly and irresistibly concentrated upon the one purpose of making those desires come true.

WHEN your personality is negatively charged, you impress the idea of weakness and incompetence upon every person you meet. The best that is in you is denied expression. You appear to be small and ordinary because your talents and powers are almost dormant. You may possess exceptional talent and extraordinary power, but they are all hid under the bushel of negativeness. You appear to be without ability, and you are judged accordingly. Or, you may try to give expression to your ability; you may try to prove your worth; you may try to "make good;" but so long as you continue in the negative attitude nearly all your energies will be misdirected, and you place yourself at a greater disadvantage than you ever were before.

WHEN your personality is positively charged, you cause everything that is in you to express itself to the very best advantage. No faculty or power is hid from view. Nothing of worth is denied expression. The *all* in you is making a most excellent appearance, and every person you meet gives you credit for being far above the average. Accordingly, you are offered the best places without delay. You not only know that you can, but you cause everybody to feel that you can. What is in you is positively alive and in action, and any good judge of human nature can discern instantaneously that you are a man of exceptional ability and power.

FACULTIES and powers that are in positive action are invariably turned to good account. The positive mind never misdirects its energies, because it is in that position where it can properly direct its energies into any channel desired. The positive attitude, therefore, is quite different from the domineering attitude or the obstinate and self-willed attitudes. To be in the positive attitude is to give full, harmonious and orderly expression to the best that is in you. To feel positive is to feel that the *all* that is in you is alive with expression. The positive attitude may therefore be cultivated by trying, as often as possible, to feel the *all* of yourself expressing itself. Also cultivate the habit of feeling *full* and *strong* in every atom of your being, as every effort in this direction tends to develop the positive attitude.

THE positive attitude may be permanently gained by training all the actions of the mind, such as thought, feeling, will and desire, to work, with determination, toward some definite and coveted goal. If you have a definite purpose in life, and train all the forces in your system to work with you in promoting that purpose, you will soon acquire the positive attitude; and when you do, success will come to you as surely as the dawn of another day. It is the vacillating mind that becomes negative, and no negative mind can succeed. It is the mind that turns all its energies into some strong, definite, determined action that becomes positive, and no positive mind can fail.

MODERN industrial concerns hesitate, as a rule, to employ men who are more than sixty, and though such a course seems inhuman, it is not without its good reason. Most men, after passing the half-century mark, fall into the habit of growing old. We say "habit" because there is no reason whatever why anyone should grow old at sixty or seventy, or even eighty. When we may, with perfect propriety, enter the stage of uselessness and old age is not the subject just now, but it is a fact, easily demonstrated, that man, under present conditions, should be at his

prime at seventy or eighty. And do you suppose that any concern, however "soulless," will retire men who are at the very height of physical energy, mental brilliancy and personal capacity?

HISTORY is full of evidences. There are thousands in every age that were complete failures until they entered the sixties, but who conquered and won before taking their departure; and many of them wrought so nobly, even after the three-score-and-ten, as to be counted among the world's immortals. The fact that you are sixty or seventy and a complete failure, does not prove that all is lost. You may still win greater success than you ever dreamed. Nature is on your side; all the forces of life are on your side; everything is on your side. The only thing that is against you is your own belief that you are practically "done for;" but that belief does not contain a single atom of truth, and you can throw it to the winds any moment you may so desire.

DO not blame industrial concerns for refusing to hire "old men;" blame yourself for permitting yourself to be "old" and "worn out" at sixty when you ought to be young, vigorous and virile at eighty. If your body is dried up, your strength gone and your brain ossified, you are not of much use anywhere, and it would be bad business for any concern to place you on its payroll. But why are you in that condition? The majority of the leading men in the world to-day are past sixty; many of them are past seventy, and there are not a few that are past eighty. This, in spite of the fact that they have, with but few exceptions, lived most strenuous lives, working themselves up from the bottom, and encountering almost every possible obstacle at every step of the way. What is their secret? *They are living for something.* They take a vital interest in the progress of the world. The Saturday pay envelope is not their only goal in view. They are living and working for advancement, growth, progress, attainment, achievement. They have no time to think of age; they are too much alive with the power that does things, and so

long as they live in the spirit of that power their youth and virility will remain.

NO concern should be prejudiced against a man on account of the number of his years; and it is a pleasure to state that most concerns are beginning to recognize the fact that years do not count as they once did. There are thousands of men to-day that are getting rid of the "growing old habit." There are thousands of men, past sixty, that will be stronger in body, more brilliant in mind and far more useful to society twenty years from now than they are to-day. These men have learned to improve themselves, physically and mentally; they have taken a vital interest in progress and advancement in all the realms of life; and they are moving with the spirit of progress into new power, new life, new thought and new fields of action. They have ceased to live less; they have begun to live more; and so long as we grow in life we will grow in strength, capacity, knowledge, usefulness and power.

MAKE up your mind to be at your prime at eighty; and make up your mind to be still a young man at ninety. Expect to accomplish this with perfect ease, and *know* that all the laws of nature are with you. Impress upon your mind the great fact that the laws of nature do not tend to produce old age. Modern scientific discoveries have conclusive evidence to prove that *all the laws of nature tend to perpetuate youth*. You may therefore expect to be a young man at ninety, and live in the conviction that you will, without the least doubt whatever, make good your expectations.

MENTALLY see yourself at your prime at eighty. Think of yourself constantly as being a young man at ninety. Mentally see yourself growing stronger in body and more brilliant in mind all along the years up to the century mark. Look forward to such a future, and give conscious thought, every hour, to the expectation of such a future. *Believe* that you will stay young up to the century mark. *Believe* that you will grow stronger, more vigorous and more

virile in body up to the century mark. *Believe* that you will grow in mental power, mental capacity, mental efficiency and mental brilliancy up to the century mark. *Believe* that you will improve and advance in every way, in every manner and in every state of your being up to the century mark. Mentally see yourself moving with the spirit of progress up to the century mark; and see nothing but progress in yourself, in your life, in your work, in everything contained in your world all along the way up to the century mark. You will thus train all the forces of your system, conscious and subconscious, to build for you that splendid future of mind and body that you have in view; and when everything that is in you is building for such a future, it is such a future that you will have. Nothing could be simpler, nothing could be truer, and nothing could be more beautiful.

THAT the subconscious mind can be used directly, and to great advantage, in practical life is no longer theory. In fact, we have been using the subconscious constantly in nearly every thought and action, but we have not done so consciously and according to the scientific understanding of mental laws. Henceforth, we propose to make intelligent use of every element and power that may exist in the vastness of the subconscious realm; and, what is very important, we must do so if we wish to apply in practical action the *all* that is in us. Among the many uses to which the subconscious can be turned, one of the most important in practical life is that of working out new and better plans. Work, ability and faith, when combined, will invariably produce success in any undertaking, providing the best plans are employed, and the best plans can always be secured from the subconscious.

WE all know of incidents where the subconscious mind worked out, during sleep, mathematical problems that were too difficult for the conscious mind to master; it is therefore reasonable to conclude that intricate business problems could be worked out in the same way, and the desired answer secured. But it is not

necessary to conclude; we know that this can be done; thousands of practical business men know that this can be done, and some of their greatest achievements have come through plans and ideas secured directly from the subconscious mind. Before you begin any undertaking, submit the purpose and possibilities of that undertaking to the subconscious. Deeply desire the subconscious to work out the best plans, and fully expect to secure what you desire.

CONTINUE to submit to the subconscious, at frequent intervals, the entire proposition, and watch closely every plan or idea that you receive on the subject. If you are not inwardly satisfied with any of the plans secured, you may know that the subconscious has not, as yet, worked out your proposition completely. Submit the matter again and again; desire the results you want, and desire with the strongest and the innermost powers of your being. The subconscious invariably responds to deep, strong desire, and especially if you *think* of the subconscious at the time, fully expecting the response you are looking for. Continue to submit your proposition to the subconscious until you get the plan you want, even though it should require weeks; but usually you will get what you want in a few days; sometimes in a few hours.

WHENEVER you are to make a change in your plans, or are called upon to decide upon what course to pursue, say to yourself, "I will place this in the hands of the subconscious." And as you make this statement turn your attention upon the subconscious for a few moments and fully expect to receive the best light and the best judgment on the subject. The subconscious mind is a larger, finer mind that fills and permeates every fiber in your entire personality. Think of the subconscious as a vast mental power existing through and through the whole of your being, and you can always reach it with deep desire.

TO submit any proposition to the subconscious mind is to place the matter in the hands of your *whole* mind in-

stead of a small part of the surface of your mind. That you should secure better results through such a course is quite evident. The whole of your mind can work out a better plan than a part of your mind; and when you submit anything to the subconscious you use the whole of your mind, as both the conscious and the subconscious phases of your mind are called into action. It is also evident that the *whole* of your mind can supply better ideas, and more readily find the solution for any difficult problem than a part of your mind; every subject, therefore, that is taken up for consideration should be submitted to the subconscious mind.

ENLIST the subconscious to work with the conscious mind in everything. No matter what your work may be, use the *all* of your mind. The whole is always greater, more powerful, more competent and more efficient than any fraction of the whole.

CONSCIOUS direction of the subconscious mind, being something entirely new to the majority, considerable practice may be required to secure results; but everyone may proceed with the conviction that failure is impossible. The subconscious will finally respond, and in most minds it will do so very soon. To cultivate deep calmness in this connection, is very important. The more calmly you feel and the more deeply you feel, the more easily can you impress your desires upon the subconscious. And if you live habitually in the calmly felt, deeply felt attitude, you can effectually reach the subconscious almost at any time. In fact, you will naturally use the subconscious in almost everything you do; the *all* of your mind will be called into action in every action, and results from all your efforts will increase accordingly.

SUBMIT your leading propositions and problems to the subconscious every night as you go to sleep; but do so in calmness, faith and assurance. Calmly state in your own mind, "The subconscious will work this out to-night, and I will have the answer in the morning."

Then go to sleep in the perfect faith that you will have the ideas, the plans or the solutions desired when you wake up. Some mornings you will receive no new idea on the subject, but never feel discouraged, and never doubt the power of the subconscious to give you what you desire. Submit the proposition in the same way the next night, and the night following, if necessary; also several times during the day when you can give the matter deep, quiet thought; you will soon get the answer.

BUSINESS men will find this practice of exceptional value, as there is a constant demand for new and better plans in every enterprise. The average business man, however, employs only a fraction of his mental "idea factory;" the vast subconscious domains are seldom explored when new ideas and better plans are desired; therefore, two-thirds of the general business plans fail, while only a few of the successful ones are highly successful. But no one claims that the subconscious mind can evolve a highly successful plan

in every instance; the best of instruments may fall short under certain circumstances; the claim is that a man can evolve better ideas and more successful plans by using the whole of his mind than by using only a small part of his mind; and the soundness of that claim is being practically demonstrated every day.

TO use the whole of the mind in everything we undertake to do, the thought preceding every action must be submitted to the subconscious for revision and improvement before it is permitted to express itself in action. The purpose should be to get subconscious action on everything. Take no new step, make no decision, make no changes, proceed with no line of thought or action whatever until you have secured subconscious action in the matter; and do not proceed until you feel inwardly satisfied that the *all* of your mind has produced the best attainable in the matter. Employ this method faithfully under every circumstance, and your advancement will be continuous.



Look Your Best

THERE is great power in appearance. You are usually judged by the way you look, and you usually look the way you feel. But you can feel the way you like, and you can live in any mental attitude you like. Therefore, discard all attitudes of inferiority. Never think of yourself as inferior. Never appear as if you were inferior. The mind and the body should be well dressed, especially the mind. If you look common, you will think of yourself as common, and he who habitually

thinks of himself as common becomes common.

TO look your best is not expensive. Clothe your mind as richly as you can; that will cost you nothing; and be as neat, as clean, and as presentable in person as you can. Anything that tends to make you reckless will weaken mind, character and ability. Make it one of your strong points to always look your best, both in person and in countenance. And to look your best you must think your best, and feel your best.

THINK of yourself as a superior being, because you are; every man is; man is actually marvelous far beyond the mind of anyone to understand. Think of yourself as superior; you need not think it aloud, but do think it to yourself every moment; and know that it is true. Know that the germ of greatness is in you; then claim it as actually being your own. Live and think as if you were somebody, because you *are*. Such thought, if recognized as the real truth, will not produce an external display of egotism. He who has found his true greatness is quiet, and reserved, and seldom speaks

of his own ability, but his work speaks, for he does things.

KNOW that you have a mission in life; that your work is important; that the world needs you; that you *must* do your best. Be *alive* with the fact that there is something in you—something that the world wants—something that you can do which is really worth while. Be *alive* with the best that is in you; thus you will always look your best; you will be judged according to your full worth, and whatever you merit or deserve will become your own.



Faith vs. Hope

WHEN we no longer say, "I hope so"; but positively declare instead, "It must be so because I have the faith that it will be so," our disappointments will be few and far between. He who simply hopes for the best does nothing whatever to bring the best to pass; while he who lives in the attitude of faith, will proceed to cause the best to come to pass. To simply hope is to stand idle with folded arms; to have faith is to go out and make things come right. He who believes he can, will try; and he who tries, in the spirit of faith and determination, will win.

TO use the expression, "I hope so," is not a good practice. When you live in the attitude of "I hope so" you keep most of your best powers in idleness, and you make your personality so negative that it becomes little better than a leaf in the whirlwind. Hope is the attitude of the small mind, the weak mind, the mind that has not discovered the greater power of its own life. Faith is the attitude of the mind that is perpetually

expanding and enlarging its field of action, the mind that has discovered the wonderful possibilities and powers that exist in man, and proceeds with a will to employ them.

WHEN you simply hope, you depend upon someone else or something else to straighten out matters for you; but when you have faith you go and do it yourself. And this is the proper course for the master man to pursue. Why should we spend years and years hoping that fate may be kind, or that something good may happen, when we, ourselves, can cause almost anything we like to happen? Why should we continue to hope that things may take a turn, when we can, through the intelligent use of the *all* that is in us, cause things to take a turn now? And he who thoroughly believes in himself will arouse into action the *all* that is in himself. Thus faith not only makes you believe that you can, but it also gives you the power to do what you believe you can do.

The Phenomenal Growth of a Modern City

And Its Future Possibilities

By JEWETT E. RICKER, JR.

IT IS doubtful if any but an American would have conceived the idea of rearing a city from a foundation of sand. It is an assured fact that none but an American would have dared to accomplish it. And so it is not surprising that the city of Gary—the hand-made Pittsburg, at the foot of Lake Michigan—has had focused upon it the attention of the world. It is not surprising, also, that the builders of this city should take silent pride in the work they have accomplished. We are so accustomed to big things these days, and especially to gigantic engineering undertakings, that the creation of Gary is, even now, half forgotten in the public's mind. A hundred years from now it will probably be rarely spoken of. The people of that day will be too busied with their own achievements to give much of a glance backward at our own. Gary will be a great city by that time. Some say it will be as large as Chicago. Great vessels will line its harbor and millions of dollars' worth of steel and steel products will be turned out from its mills. A thousand great factories will probably send forth to the world the practical lesson of a nation's growth. They will send forth the great products of the great west and a hundred thousand men—all in the prime of life—will give their best labors that this result may be reached. It will probably not be a showy place. It is too substantially built and its conception was too sound to admit of much from the architectural standpoint. And yet Gary will be the most picturesque city of them all.

Pilgrims will come from all over the world to see this giant of the industrial world. They will stand, perhaps, as the writer stood a few days ago, and watch the great army of labor entering the mills. A hundred thousand men will pass them in review, each with his full dinner pail as evidence of the prosperity and progress of the great West. The Gary of the future will be an impressive, inspiring sight.

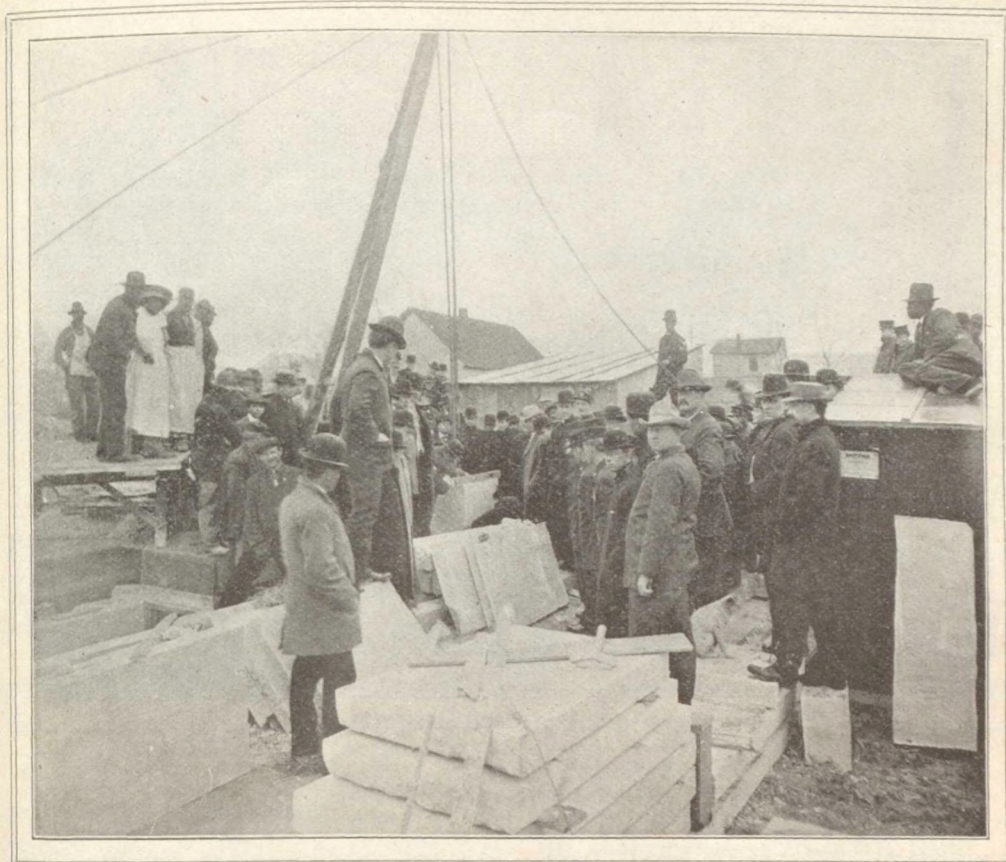
The Gary of the past—the barren waste of sand, and the Gary of the present—in its initiative stages, will be forgotten. But in their stead there will stand the result of all this labor and all this money that has been expended that the Gary of the future may rank among the great industrial centers of the world. The law of progress will make this prophecy come true. And the law of progress will also rear upon the Indiana sands a city of three hundred thousand souls. A careful statistical study of great manufacturing cities, such as Scranton, Pa., Cleveland, Columbus and Toledo, Ohio, and Pittsburg, Pa., show that in a city of this character the men employed in the steel mills or other great manufacturing plants, form about 8 per cent of the total population. Pittsburg, for instance, employs 35,000 men in its steel mills out of a total population of about 580,000. Scranton, Pa., out of a total population of 125,000, employs 8,000 men in its mills. Columbus employs 15,000 out of a population of 200,000, while Toledo, out of the same population, employs 8,000. Cleveland, Ohio, gives labor to

25,000 in its mills out of a population of 525,000, while Milwaukee employs 9,500 out of a population of 370,000. The deduction from these figures and others show conclusively that the steel industry employs on an average 8 per cent of the total population in a city devoted to manufacturing and milling pursuits. The cities studied are all typical manufacturing towns. The social conditions are normal; there being no excess of men. There is diversity of factories, the steel mills being in the majority. In a city of this character the men working in all of the various factories form about 11 per cent of the population, while in a "steel" city from one-fifth to one-half of them are found at work in the mills. From these same figures it will be seen that a city employing 15,000 men in the steel industry should—under normal conditions—represent and sustain a total population of 200,000. The United States Steel Company's mills will, when entirely completed, employ in Gary this number of men. In addition other great plants are in construction which will quadruple this number. It can be seen from this that the dream of the founders of Gary has not been an idle one. Gary is planned and laid out with the idea that its population will some day approximate 200,000 to 300,000. Why not? But we will see a little more definitely further along the basis for and the soundness of this prediction. But first let us go back and link the future to the past and the past to the present.

The Creation of Gary

Gary is not quite three years old. In May of 1906 the region was a waste of rolling sand dunes, sparsely covered with scrub oak and interspersed with ponds and marshes. The history of Gary is, in a way, a history of the United States Steel Company, but it is not the intention to dwell upon this feature here. In a larger sense the story of Gary is a romance of the industrial greatness of the United States. With the rapid growth of the United States in population and the new needs for steel it became apparent about five years ago that the mills of Pennsylvania and Ohio would no longer be able to

meet successfully the demand. The new demand was likewise from a comparatively new market. It came from the West. It came from further. It came from the very shores of the Orient. To meet this the United States Steel Corporation—which controls nearly seven-eighths of the steel and iron industry—determined to build a new city. It determined further to build this city at a location where steel could be manufactured and distributed to the consumers at the least cost. Strangely enough it was an easy matter to find this spot. A mere novice in grammar school geography might have found it quite as well. The greatest iron mines in the world, on the shores of Lake Superior. The coal fields are in Illinois, Indiana, Ohio and Virginia. Steel and coal are brotherly in their relation; one to the other. It was found that the ore and coal could be unloaded from the original carriers at the least cost on the extreme south shore of Lake Michigan and, by a lucky coincidence, this same site was found to be the most economic place for the distribution of the thousands of steel products to this unlimited new market—the Mississippi Valley and the Orient. The proposed deep waterway to the Gulf and the Panama Canal were also considered. Another fortunate coincidence in making the foot of Lake Michigan ideal for such a city was found in the fact that here—if necessary—there could be built a vast canal system at a minimum cost, lined by more than fifty miles of wharves, making the greatest and most modern harbor in the world. This lucky factor is the Grand Calumet River, an ordinarily sluggish appearing stream, extending west and northwest from Miller's station to South Chicago, being from one-half to several miles from the shore line. In addition to these natural advantages, the railroad facilities along the south shore of Lake Michigan could not be easily surpassed. Five great trunk lines—arteries of the nation's commerce—pass directly through the location that was at once selected. It took a great steel company but a few minutes to weigh and pass upon these facts and there was, indeed, little discussion as to the advisability of the selection. It was roughly estimated that the mills, when completed,



THE BEGINNING OF GARY.

Laying the cornerstone of the First National Bank.

would entail an outlay of \$150,000,000; \$45,000,000 was at once appropriated. But there were other things to be considered.

It was inconsistent with the greatness of the undertaking to imagine that the skilled labor necessary could be brought to the new city without proper accommodations having been arranged. The employes must have homes. The mills would be compelled to compete with long-settled communities for workingmen. None, it was figured, would leave comfortable homes, surrounded by all the comforts and pleasures of other steel and manufacturing centers, to come and live on the sands of Indiana. It thus became evident at once that attractive homes would have to be supplied and as many conveniences to make life enjoyable as the older centers of the steel and iron industry. It was fig-

ured that the new city, in a vast measure, must become a rival of its brotherly steel towns. And to make it successful it must become a proficient rival. The problem was a big one and it took big brains, backed by big money interests to meet it. But the necessity was there and so the end was quickly found. At a meeting of the directors of the United States Steel Corporation on April 24, 1906, the whole plan was formulated. The location was determined upon. \$45,000,000 was appropriated as a starter and the Indiana Steel Company, a subsidiary branch of the parent organization, was authorized to acquire at once 8,000 acres of land in Lake County, Indiana, on the shore of Lake Michigan. It was determined to devote a square mile of this area for the use of the steel mills alone. When the question of a name for the new city arose



GARY IN 1906.

Photograph taken April 18, 1906.

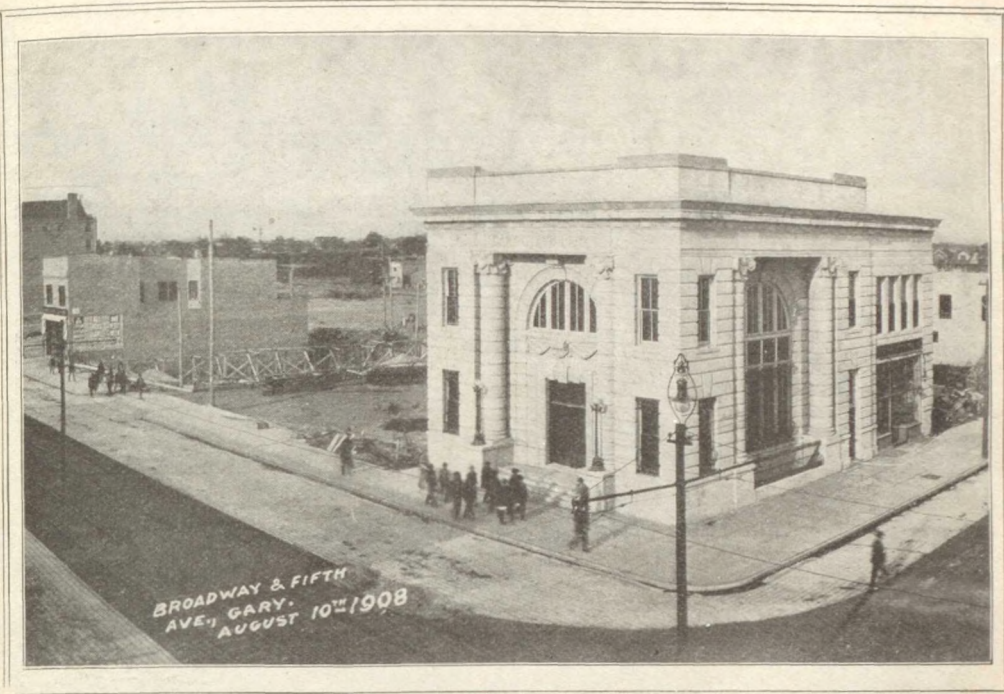
it was quickly settled by the board. Judge Elbert H. Gary, chairman of the board, had conceived the idea, and so Mr. Gary was honored in the selection of the name. Beyond this there was little to decide—the entire work having been placed in charge of master hands.

The Building of Gary

Big enterprises move quickly. From the organization of the Federal Steel Company, with its four hundred millions of capital, to the birth of the United States Steel Corporation, with a capitalization of one billion four hundred million dollars, was but the span of a few years. The same minds that made this staggering growth possible were the minds behind the founding of Gary. And so, naturally enough, it was but a short time before the necessary land had been acquired, all arrangements made, and the new city of Gary actually begun.

Six thousand workmen were at once set to work. Dredges, steam shovels, sand suckers, pickaxes, rakes and a thousand

and one implements of industry—large and small; mechanical and hand—were immediately put in use. Never before had there been a city of the size that Gary is destined to be, been built as was this city. Manufacturing plants, generally, have small beginnings and as success meets their work they have great growth. Cities generally start as hamlets and develop from year to year, with growing commerce and industry. Their public utilities are thus undertaken in a haphazard way with little regard for convenience to posterity. A street is cut in here or there. A park is laid out in the most convenient and economical district. Sewers are built as needed. Street car lines spring up where the demand is greatest, while walking is usually “found good” where the nickels of the citizen fail to warrant a line. Not so with Gary. All the usual conditions coincident and co-ordinate with the growth of a city have been reversed here. The Czar of the Russias, when he built St. Petersburg, gave less thought to the greatness of his capital than the United



TWO YEARS OF PROGRESS.
The identical spot, August 10, 1908.

States Steel Company has given to the construction of Gary. Everything was laid out, not as the necessity seemed to require, but as the generations to come would demand. A city of 200,000 was the conservative dream of the steel prophet, and so a city capable of accommodating 200,000 has been built.

But while steel is to be the business of Gary the builders of the town were broad-minded enough to see beyond and into the future. They wished to build a lasting town. They knew likewise that no town could exist very long without the advantages afforded by nature. They knew that no town could long survive without trees and grass, and they knew likewise that trees and grass would not grow on Indiana sand. "It will take a million dollars to cover these great stretches of sand with clay and black dirt and get the grass and trees to grow," it was reported to the founders of the town. "Go get your clay and black dirt," was the answer. A few weeks later it was coming into Gary by the trainload—a covering eight inches thick having been supplied. It cost its full

million. But the incident is typical of the thoroughness with which Gary has been built. It is typical, likewise, of the generosity that has been used.

After the grass plots had been provided and the shade trees planted and the hills cut down until level with the streets, there came the question of homes. It was necessary to house the employes of the mills. In the town of Pullman, and in other industrial towns, the rule has usually been to allow the laboring element to rent from the corporation, but property has rarely been sold outright. In Gary all this is different. Neither are there any two houses built alike—a pleasing departure from the symmetrical rows familiar to Pullman and cities of its kind. Architecturally Gary is as diversified as New York or Chicago. Each home has its individuality and the whole appearance is as though the whims of each owner and each renter had been carefully consulted. Over five hundred residences have already been built, and one construction company alone holds contracts for \$5,000,000 worth of these houses. In cost they aggregate all



ANOTHER PHOTOGRAPHIC COMPARISON.

Sixth Avenue and Broadway, Gary, October, 1906.

the way from \$2,000 to \$15,000. All of these houses are for sale to employes of the steel corporation. If the employe is unable to buy he may rent, but every inducement is made to sell the houses to the employes of the company, for it is the aim to make Gary primarily a city of homes. Other prospective residents are encouraged to buy and build homes. When the city of Gary is entirely built and peopled the Steel Corporation will withdraw its guiding hand. It will have done all its founders started out to do, and that done, it will step aside. It will have provided a city with every modern convenience and luxury—a place to which thousands of employes may be attracted by pleasant surroundings—and that done, its mission will have been fulfilled.

The Gary of To-day

With its three years' history the Gary of to-day stands forth to the world as a monument of achievement—actual accomplishment. It is no longer a dream city. To-day there is the great steel plant,

covering, approximately, a square mile, equipped with its modern harbor for the great ore freighters, and a town of 12,000 inhabitants. There are now fifteen miles of paved streets, twenty-five miles of cement sidewalks, \$2,000,000 worth of residences completed and occupied, a sewer system, water and gas plants, electric lighting, a national and a state bank, six hotels, two daily newspapers and one weekly paper, two fine public schools, several impressive church edifices, ten denominations represented in church organizations, and many stores as good as the average city of a much larger population might boast. There are besides in Gary to-day forty-six lawyers, twenty-four physicians, six dentists and two veterinaries. A Commercial Club—of unusual energy—is aggressively boosting the town.

The chief thoroughfare of the town is called Broadway, and the walk of two miles along its well-paved surface is enough to make the most incredulous gasp in wonder and appreciation. Broadway is lined on both sides with eighteen-foot



ANOTHER PHOTOGRAPHIC COMPARISON (CONTINUED).

Sixth Avenue and Broadway, Gary, August 11, 1908.

cement sidewalks and is flanked by well-built fireproof business buildings. Stores of every description and carrying stocks of surprising volume, are interspersed along this street and the whole impression is one of thrift and enterprise. The storekeeper tells you confidently that in a few years more Gary will surpass Indianapolis as the metropolis of Indiana. And somehow you are ready to believe what this shopkeeper says.

Gary is situated exactly twenty-six miles from Chicago, and Chicago is, of course, the railroad center of the world. But Gary is in no way dependent upon Chicago for railroad facilities. It is situated on the main line of five great trunk lines and fifty trains a day are thus brought to a stop at the new steel town. In addition to this Gary boasts of one of the finest trolley systems in the West—interurban lines connecting it with all of its neighboring cities and towns. But to go back more directly to the general plan and layout of the town itself.

At the north end of the main artery—

Broadway—is the entrance to the steel plant—soon to be the largest in America. Even with this as the focal point the question at once comes into the visitor's mind as to whether or not some advantage might not have been gained by two diagonal streets—one leading southeast and the other southwest. But, like all things in Gary, this was carefully considered and rejected. It was found that the placing of such streets would have involved a property loss far in excess of the loss in time involved in the turning of a right angle. And hence the idea was dismissed as impracticable. The whole town was carefully and minutely plotted out—every exigency of its future having been considered and provided for.

Broadway, which is 100 feet wide, and Fifth avenue, which crosses Broadway at right angles in the northern part of subdivision No. 1, and is 80 feet wide, are the two principal streets plotted out for business purposes. The next street to Broadway, paralleling it on east and west, is also reserved for business. Excepting



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these streets, all streets in Gary are sixty feet wide. Along all streets—other than those provided for business—a building line of 20, 25 or 35 feet has been established. This has been observed in the building of company houses, and each contract for the sale of a lot stipulates its observance in any building to be erected. An alley, in most cases 30 feet wide, runs parallel with the "long way" in the center of the block. The average lot in the residence section is 30 by 150 feet, although there are a few only 25 feet wide and 125 feet deep. This allows for the retention of commodious back yards. Lots on the business streets are uniformly 125 feet in length. On Broadway and Fifth avenue they are 25 feet wide; on the other business streets paralleling Broadway they are 30 feet wide. The average Gary block is 600 feet in length, which permits of 40 lots of 30 feet width in the residence district. The street paving of Gary is far in advance of that of most great cities. On two miles of Broadway it is of granitoid construction, while on the other fifteen miles of streets already constructed it is of concrete, brick or macadam. The sewerage and water systems of Gary are models of their kind. Before a single inhabitant had taken up his residence in Gary the steel company had constructed a sewer and water system sufficient for years to come and based upon the estimate of a 200,000 population. All the sewers—with great foresight—were laid in the alleys, so that the nuisance of "tearing up," so common in Chicago and other great cities, will be largely ameliorated. The cost of the sewer and water system has been carefully and fairly distributed over the lots in the subdivision, so that there will be no future assessment for these improvements. It was also so arranged that the system can be easily extended to the subdivisions not owned by the company, assessments on the lots defraying the cost.

The water, electric light and gas utilities are furnished by the Gary Heat, Light and Power Company—a subsidiary branch of the steel corporation. There is, however, a provision that ownership of these public utility plants may be acquired by the city. The water supply is

obtained by means of a three-mile tunnel, six feet in diameter, which extends a mile and a half into Lake Michigan. Its shore terminus is a pumping station, which, together with a 500,000-gallon water tower, is situated in the park site just west of Broadway. Twenty-five miles of mains have already been laid and the capacity of the system is 20,000,000 gallons a day. This means an adequate water supply for 200,000 people.

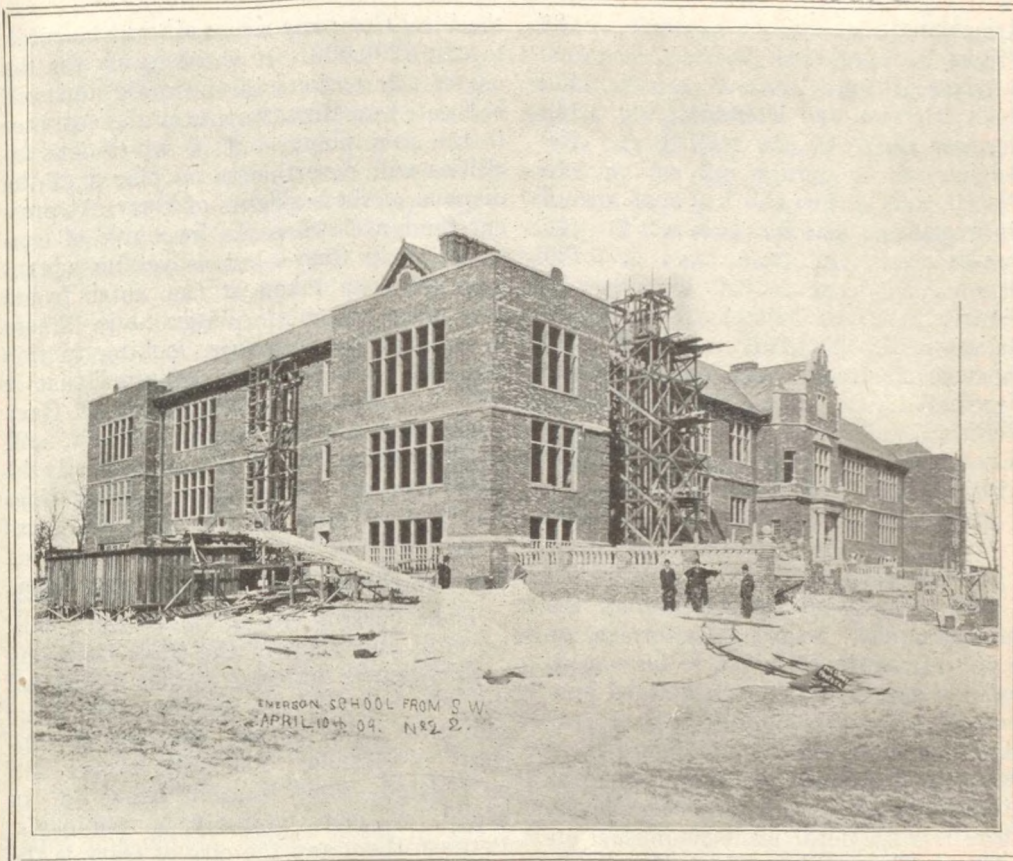
But the most pleasing feature of Gary is found in its homes. The Gary Land Company, another subsidiary branch of the Steel Corporation, was formed to secure the tract of land to serve the needs—present and future—of the mills and the town. Upon this company was thrown the work and the responsibility of building the town. The holdings of this land company form a strip along Lake Michigan, from Indiana Harbor eastward eight miles and averaging two miles in width. At the plant proper the width increases to two and one-half miles. Almost in the center of this strip is the mill. At the latter's eastern edge is the harbor slip, 250 feet wide, extending over half a mile from the shore and affording berth for a half-dozen ore freighters of 12,000 tons. The channel is provided with a 750-foot turning basin at its inner terminus. Directly south of the mills and across the bridge is the subdivision of the Gary Land Company, known as "No. 1." This is the only subdivision that has been subdivided into lots by the Steel Corporation, although many private syndicates have plotted out residence lots. On the Steel Company's subdivision 506 dwellings have already been constructed. All of them are now either leased or sold for residential purposes—subject to restrictions to be laid down later. It is this subdivision that furnishes the larger part of Gary's homes at present. Roughly classified these 506 "Gary Land Company" houses include the following:

Fifty frame houses, four rooms, renting at \$12 to \$13 a month.

Ninety frame houses, four, five and six rooms, renting at \$14 to \$20 a month.

One hundred frame houses, six rooms, renting at \$16.50 to \$19.50 a month.

Two hundred and sixty-six brick, ce-



GARY'S \$200,000 SCHOOL.

ment and timber houses, five to ten rooms, renting at \$23 to \$42 a month.

But there are other dwellings in Gary. The cheapest of these are found in the northeast corner of the subdivision. Locally this locality is known as "Hunkerville," and it is here where the lowest paid immigrant lives. In the corresponding northwest corner is a group of ninety houses, slightly better. This little community is known as "Kirkville." It is in "Kirkville" that the majority of men employed in the railroad repair shops live. In the present "Hunkerville" live the lowest paid of the mill employes, who have supplanted in this community the construction gang men, who made up a large part of Gary's population during the first year of its history. The Hunkerville shacks, however, will probably soon be deserted—when the better laborers come to Gary to work in the American Locomotive and other plants. Early in the his-

tory of Gary a smallpox pest broke out, and it will probably remain a much-told tradition of the town owing to the town-length chases that were required before the "hunkies" submitted to the dreaded operation of vaccination—an operation before unheard of by them.

The cosmopolitan character of Gary's population is well told in a rough census taken by the Gary Land Company in November of last year. The total population at this time was shown to be 10,223. Of these between 5,000 and 7,000 were men of voting age. The census—an interesting story in itself—follows:

Slavonians	300
Hungarians	325
Croatians	950
Bohemians	125
Servians	1,000
Montenegrans	375
Turks	40
Macedonians	100

Armenians	25
Greeks	40
Russians	150
Poles (German and Russian)	1,100
Germans	150
Belgians	15
French	6
Norwegians	75
Swedes	125
Danes	15
Finns	20
Italians	350
Japanese	10
Negroes	250
Welsh	50
Jews	150
Irish, Scotch, Canadian, English and Americans	4,500

Total10,246

This, then, is the population of the Gary of to-day. To complete the city as it now stands there is yet to be considered the municipal departments and government. There is now in Gary a very efficient police force, composed largely of trained and drilled men and thoroughly adequate to cope with any emergency. There is a fire department of unusual efficiency. There will soon be built a handsome structure to house these two branches of the city forces. For some time to come it will also house the other executive offices of the local government. The educational side of Gary has not been neglected. The first schools provided were portable frame buildings. But since this period the company has erected a fine two-story and basement building for school purposes, costing \$80,000. It is known as the Jefferson School. The Emerson School, which was designed by the architect of the famous St. Louis schools and which is to be a model of its kind, is also nearing completion, at a cost of over \$200,000. A handsome parochial school—costing \$50,000—will likewise soon open its doors. In co-operation with the schools is a permanent library which will be a model in every sense, but which for the present is occupying temporary quarters in a store and basement. A handsome permanent building, however, is planned.

There is likewise soon to be built by

the Steel Company a magnificent hospital, to cost \$200,000. It is ostensibly for the use of the workers in the mills and will be located on Broadway, near the entrance to the steel plant—but its up-to-date facilities will nevertheless be placed at the disposal of the residents of Gary. At present there are two parks in course of construction in Gary—but as yet no advantage has been taken of the water fronts as a place for public playgrounds. There is an agitation, however, looking to this end, and it is generally expected that it will be successful. Everything at Gary is planned for the public's benefit, and so all of these things will undoubtedly be taken care of. And soon—judging from the usual attitude of the Steel Corporation.

The Industrial Side of Gary—The Mills

The industrial side of Gary—the gigantic mills and plant of the Steel Company could furnish material for an article all its own, but it is the purpose here to go into this phase of the question as concisely as possible. The mills proper will be isolated—their location being on an island, or, more properly, a peninsula. Between them and the city of Gary is the Grand Calumet River to the south and on the east is the long slip for vessels. The river is crossed by bridges at a number of points. In time, after swing or bascule bridges have been installed, it will be possible to isolate the entire works from the town of Gary. These mills, when in complete operation, will employ between 12,000 and 15,000 men. About 5,000,000 tons of iron ore will be converted into iron and steel every year. In round numbers, this will give a product of 2,500,000 tons of finished material. The harbor will be, for this reason, one of the busiest and greatest shipping points on the Great Lakes. Sixteen blast furnaces, having a daily capacity of 450 tons each, have been provided, together with four 60-ton basic open-hearth furnaces. The open-hearth buildings are identical in every particular, each being 1,189 feet long, 204 feet wide, and containing fourteen furnaces of 60 tons capacity. The charging floors are 80 feet wide and the pouring floors 61 feet wide. The latter have four pouring platforms. Seventy-

five-ton electric cranes are located on these charging floors and the pouring floor has 125-ton cranes. The charging floors open into the storage yards, each 71 feet 9 inches wide, which run the entire length of the building and are served by a 5-ton crane. Mixer buildings are placed at the end of each of the open-hearth buildings nearest the blast furnaces. These are 85 feet 6 inches wide and 120 feet long, containing mixers of 300-ton capacity, operated by hydraulic power. The ladles are handled by 75-ton cranes, having 15-ton auxiliaries.

The finishing end of the plant includes slabbing, blooming and billet mills, a rail mill of 900,000 tons annual capacity, one 48-inch and one 160-inch plate mill, with a combined capacity of 300,000 tons per year, structural mills and 8-inch to 20-inch merchant mills. In designing the plant, the engineers have aimed to secure the greatest economy in the handling of the material. From the time the "clam shells" begin reaching far down into the holds of the ships for their cargoes until the finished product is placed on board cars for shipment, there is neither waste of time nor effort. Every phase of the steel industry was carefully and minutely studied with this end in view and the result is indeed a triumph for the master hands that had the work in charge. In addition to the steel mills proper the Gary plan will boast a coking plant, all its own—large enough in capacity to meet every need of the steel-making plant for generations to come. It is an idea unique, and is the only large one in the United States, exclusive of Pittsburg. The mills when entirely completed will be the largest in the United States, and that means the world, so that it can be seen that the industrial greatness of Gary is fairly well assured.

The Future of Gary

But it is to the future of Gary—the city—that the brightest minds have been turned. It has been laid out with the express idea that its population will some day number 200,000. Every blade of grass that has been planted, every brick that has been placed, and every street and sewer that has been constructed has been built with this end always and constantly

in view. Offhand it seems an idle dream, a visionary forecast, but closer study of the situation as it exists shows the soundness of the prediction.

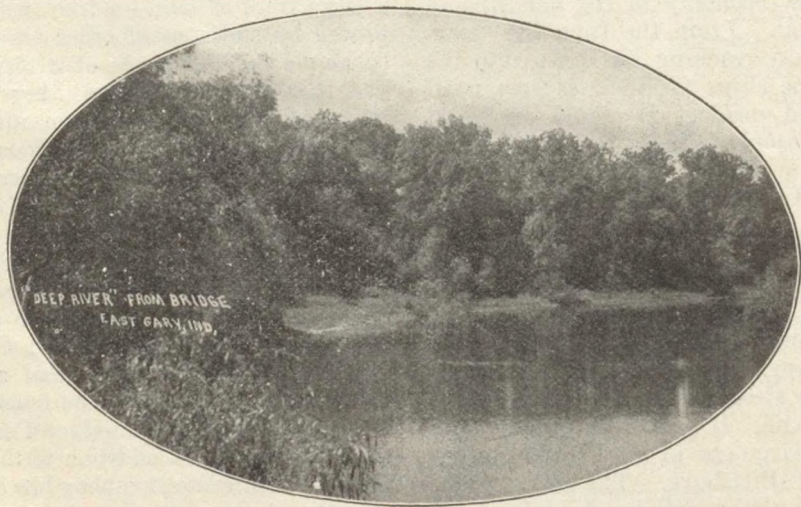
The city of Gary was, of course, reared ostensibly for the milling of steel. Its founders have had this end in view. The wealth of the steel industry has been behind it at every move and every turn. But they went further, too. They foresaw that a city located on the southern shore of Lake Michigan—if properly launched—would draw manufacturing interests from all over the country. So they planned not for their mills alone, but for a city. They planned for a great city—for a city of 200,000 souls. They built a harbor to meet this demand—a harbor that will undoubtedly be the finest one on the Great Lakes. They built a sewer and water system with this end in view. They made provision for homes. They secured a large tract of land—a tract which they proved by statistics of other cities would be ample for the needs of a city of the size they planned. Then they invited others to come and share the advantages they had created. And others came. More will come. At the present time there are the steel mills themselves, employing 15,000 men. There are the repair shops of the Chicago, Lake Shore & Eastern Railroad, employing hundreds of other men. Beyond these there are the sites selected for the American Car and Foundry Company's plant, and a little further along the site are the great works of the American Locomotive Company, soon to be built. In addition to these the American Tin Plate Company has decided to locate at Gary, as has the American Steel and Wire Company and the American Bridge Company. Other huge manufacturing corporations—attracted by Gary's location—are now endeavoring to secure locations, and it is undoubtedly a fact that the next ten years will see 50,000 to 80,000 men employed in and around Gary. Practically all of this large number will be men in the prime of life. Statistics prove that men in the prime of life total—at a maximum estimate—about 20 per cent of the entire population of the city. Fifty thousand men thus employed in Gary would represent a total

population of at least 250,000—this from the forces employed in the milling and manufacturing industries alone. It is necessary, of course, to feed this huge army. It is necessary to clothe it. And it is necessary to help in a thousand other ways to take care of this vast force of labor. After a city reaches 100,000 or more in population its transportation facilities are sufficient to deliver raw materials from hundreds of miles around and ship the finished products to market, hence it pays for a diversity of industries to locate here. Again, the city increases in population faster after these industries are added, because:

1. There is employment for both sexes.
2. There is choice of occupation for the members of the family.
3. There are better social conditions.
4. There is greater wealth, because of

the economic use of the raw materials in the surrounding country.

Statistics based on government reports have shown these facts to be true. They have shown also that the average number of men employed in the steel industry in a city of 100,000 population or over is less than 8 per cent. They have also shown that the number of men in the prime of life—and that means the steel worker—in the average city—and that means Gary—is about 20 per cent of the total population. The deduction is simple and shows quite conclusively that the city on the Indiana sand dunes is no "dream city" at all. It shows that it will become in reality what it has been imagined it would become in thought. And it shows, furthermore, that 200,000 is a conservative, ridiculous estimate of the population of Gary a few years hence.



Wherever you go proclaim the gospel of good cheer; look only on the bright side of life; talk only of the good qualities in others, and think only of those things that are lofty and true.

Move forward constantly. Press on and on toward greater things.
All ills come from retarded growth.

Metaphysical Therapeutics

By CHRISTIAN D. LARSON.

V.

The Cause and Cure of Nervousness

THE first essential in the cure of nervousness is to remove the tendency to think or act unconsciously. Unconscious action, that is, doing one thing while thinking about something else, will produce a divided attention, and a divided attention leads to a decrease in the power of self-control. So long as the attitude of self-control is perfect, nervousness will be impossible, but the moment the mind begins to lose its hold upon the various functions of the system, nervousness will begin.

What is called nervousness is nothing but confused action among the nerve energies, and as the mind is the original cause of every action that takes place in the human system, confused action anywhere in the system must come originally from confused mental action. The fundamental cause of confused mental action is divided attention, and divided attention comes from having several things "on the mind" at once. One thing at a time should be the law. You may have a thousand duties to perform every day, but give direct attention to only one at a time. Train yourself to do this and you will be absolutely free from nervousness for all time.

A break-down in the nervous system does not come from overwork, but from the scattering of your forces, and it is only through the dividing of your attention that your forces can ever be scattered. The dividing of attention, however, may be produced in a number of ways. To try to do too many things is

one cause; to live a complex life is another cause, though the principal cause is found in the reckless use of the imagination. In strenuous living the imagination runs wild, as a rule; the result is confused mental action, to be followed shortly by confused action among the nerve forces. The same is true in "high living;" the imagination is "carried off" into all sorts of abnormal states through excitement and various forms of mental intoxication. Mental confusion is the result; and when the forces of the mind are going helter skelter, the forces of the nerves will do the same, because the nervous system is directly connected with the brain in general, as well as with every individual action that takes place in the brain.

When the energy of the system runs low, every function of body and mind, including the imagination, is crippled, to a degree, in its effort to continue in normal action; the result is abnormal or confused action, which may be followed by sickness of some kind or by a nervous break-down; but the original cause of a lack of energy in the system is not always physical. Physical dissipation, "burning the candle at both ends," will reduce the energy of mind and body; but there is also such a thing as mental dissipation, some of the chief factors of which are anger, worry, excitement, reckless thinking and reckless imagination.

Energy may therefore be wasted both physically and mentally, but every action of waste comes originally from the mind,

because the body can do nothing unless the mind wills it.

Removing the Cause

To remove the cause of nervousness there are two factors to be considered. First, the vital energy of the system must be kept full and strong at all times; when vitality is insufficient, normal action becomes impossible; to cease normal action is to begin abnormal action; abnormal action leads to confused action and confused action leads to nervousness. Second, confused action, in all its forms, must be removed completely, and this is accomplished by removing the habit of dividing attention. In brief, to remove the cause of nervousness, train yourself to give your whole attention now to whatever you may be thinking of or doing now, and so think and live that your system will be brimful of energy at all times.

When you are constantly full of vital energy, and are constantly using your energy in the actions of harmony, poise and self-possession, you will never be nervous. Abundance of power in all your action, and perfect poise in all your action—these are the two secrets. To have abundance of power you need not acquire more; all that is necessary is to save what you have; that is, do not waste your power, but use it. The power that is wasted is completely lost, but the power that is used is never lost. The power we use today will reappear in the system tomorrow, because everything that is properly used is like a seed sown in rich soil; it will reproduce itself, and will not only reappear with the original amount, but more.

The first essential in the proper use of power is to have some definite purpose in view for every thought and action, and to give that purpose your undivided attention. When you think, think with a purpose, and think of only one thing at a time; thus all the power of your thought is put to work; none of it is wasted. And in this connection it is well to remember that weariness comes from the waste of power, never from power that is put to work. Power that is put to work reproduces itself; therefore no loss of power can follow, and it is only

when power is lost that weariness can be felt in the system.

When you work, do not think of the next step, or try to plan for the second step while the work of the first is being finished. Take special moments for laying out new plans; in this way you will not only work out the best plans, but you will avoid dividing your attention or confusing your mind. Do not let your head run faster than your feet; and do not live mentally in some future time. Where the body lives the mind should live also, and the energies of both should work together in building up the life of the present moment. When you read do not try to reach the second paragraph before you are through with the first, and do not "skim over" an article with a view of getting the substance out of it in one-tenth the time it takes to read it. In your living, avoid the same mistake. Do not try to get all there is in life by hurrying through life. A larger percentage, however, are addicted to this very habit. But it leads directly to nervousness, and in the meantime brings much dissatisfaction, depression and unhappiness.

Live in the present. Plan for the future during special moments selected for that purpose, but refuse absolutely to live in the future. Refuse to do "in your mind" today what you expect to do in reality tomorrow. Thousands have this habit; in consequence, their minds are nearly always confused, while they scatter their forces continually. If you are going to take a journey tomorrow, make your plans today, but do not take that journey a score of times "in your mind" today. Or, if you are going to undertake something special tomorrow, get "good and ready" today, but do not mentally "pass through" the details of that work today. Get ready the bricks for the building of tomorrow, but do not lay the bricks "in your mind" today. Do not do with your mind today what you are to do with your body tomorrow.

Do not live over "in your mind" in the present the experience you passed through in the past, or the experience you expect to pass through in the future. Such a practice will scatter your forces and divide your attention; the result will be

confused mental action, to be followed by confused nervous action. This practice will also decrease your power of concentration; and [without concentration we can accomplish nothing. The peaceful contemplation, however, of past joys or expected future joys, will produce nothing but good effects, providing we do nothing else while we indulge in such contemplation. In fact, to give special moments to such contemplation every day will prove most beneficial; it matters not what we may be thinking about during our spare moments, whether it be the past, the present or the future, so the thought is pleasant and attention is not divided.

Some Excellent Exercises

Place yourself in a calm attitude, for a few minutes, several times a day. See how quiet you can be in mind and body during those moments, and see how fully you can realize the deep stillness of your entire nature. By making it a practice to be deeply quiet for a few minutes several times a day, you can check completely any tendency toward nervousness; besides, those moments will serve to recuperate your system, and you can do more and better work during any given period of time. During these quiet moments relax mind and body; *let go* of every muscle and every thought; just be still, and think only of how delightful it feels to be perfectly still.

Aim to increase and deepen your consciousness of harmony. Think of the real meaning of harmony at frequent intervals, and try to feel that real harmony. In other words, make it a practice to turn your attention upon the idea of harmony itself, with a view of getting your system into perfect harmony. You will soon begin to feel more harmonious, because we tend to develop in ourselves every state or condition to which we give constant thought and attention.

Mentally see yourself calm. Whenever you think of yourself, think of yourself as being calm, masterful and self-possessed. Every mental picture that you may form of yourself should appear in the attitude of calmness; and whenever you think of yourself as being in any position in which you expect to be placed,

picture yourself as being calm and poised while in that position. You thus produce a tendency toward calmness; you will daily become more and more serene and self-possessed until you place yourself in that masterful attitude that is both deeply peaceful and immensely strong.

Whenever you feel deeply, proceed at once to feel peacefully. You thus impress peace, harmony and calmness upon the subconscious mind, and the more you impress peace upon the subconscious the more peaceful you will feel throughout your interior nature. The under-currents of your life will become harmonious and serene in their actions; you will feel peaceful and calm *on the inside*, in the depths of your real life and thought; and it is the man who feels calm and serene in the depths of his interior nature who also feels the greater power of his interior nature. Such a man is strong and masterful; such a man has will-power; such a man has possession of himself—all that is in himself, and he has not only gained the power to be well, but the power to do things worth while. Remember the great law: The deeper your consciousness of peace, the greater your possession of power.

Refuse to be sensitive; never say that you are sensitive; never think that you are sensitive; when you are on the verge of "feeling hurt" say to yourself that you can stand anything, and resolve to "make good." Refuse to be offended at anything; refuse to stoop to the petty position of being insulted, and refuse to accept any form of indignity that may be intended for you. Have too much respect for your nervous system to "feel bad" about anything that may be said or done, and have too much good sense to waste energy brooding over troubles when you know that that same energy, if put to good use, could put all those troubles to flight.

Never dwell on anything that is unpleasant; to do so is to rob your nervous system of its very life. To brood over misfortune, trouble or loss is to steal energy and life from the nerves and organs of your body in order that you may keep alive the ugly and distressing memories that those misfortunes have im-

pressed upon your mind. You are starving your nervous system in order that you may perpetuate the existence of mental monsters; the result will be nervousness, then nervous break-down, then insanity or death. But all of this could have been prevented. Refuse absolutely to remember the unpleasantness of the past or dwell on the dark side of the unpleasantness of the present. Turn your attention at once to the richer and greater possibilities that every experience may contain, and enter positively into the very spirit of those possibilities. You will soon realize that your gain is greater than your loss, and that you have the power to multiply this gain any number of times.

Special Exercise

Whenever you feel a slight tendency to restlessness or nervousness, take this exercise: Concentrate your attention easily and gently upon the brain center, the region midway between the ears, or where the brain and the spinal cord unite. Breathe deeply and quietly, and as you inhale, try to draw the finer forces or the under-currents of your mind toward the brain center. Repeat this effort very gently every time you inhale, and be as calm and peaceful as you can during the exercise. In a few moments the forces of your mind will cease to run in every direction, and will begin to flow peacefully back into the brain center, from where they will pass through the spinal cord, into every nerve in the system, restoring peace, harmony and full supply of energy in every part of the system.

This exercise is quieting, soothing and recuperative to an exceptional degree; it will calm the nervous system and restore normal heart action in a few minutes, no matter how excited, disturbed or agitated

you might be; and it will absolutely prevent nervousness of every form if employed at once whenever there are indications of disturbance in mind or body. For this reason, every person should learn to use this exercise, and should continue to try until results are gained. After that, he will be in constant possession of a remedy that is always ready for use, and that, when properly applied, will never fail to restore peace, poise and power to every nerve in the system.

Never think of nerves; never say that you are nervous, and never give conscious thought to any condition that may exist anywhere in your system. When you feel that something is wrong, proceed to make it right, and the less you think of the wrong or the organ in which the wrong may exist, the better. Think of your entire body as being wholesome all the way through, and live constantly in the life, the health and the strength of that thought. When you wish to change physical conditions, do not act mentally upon the physical body, and do not concentrate attention upon physical organs. Produce the desired cause in the subconscious mind and the desired effect will shortly appear in the physical personality.

Do not permit for a moment any form of the high-strung attitude. If you are addicted to this attitude, cultivate relaxed calmness by frequently letting your whole system *go into* the feeling of deep calmness. Also use the "special exercise" given above whenever your nerves are on the verge of being "strung up." Cultivate poise, wholesome mental states and be deeply joyous at all times. Take the "happiness cure" every hour, be at peace with all things, take plenty of sleep, and live in the faith that all things are working together for greater and greater good.

Next Month.—*How to secure health and retain health through the proper training of the subconscious mind.*



There is no such thing as righteous indignation. You cannot be righteous and angry at the same time.

Opportunities in the Great Northwest

By AUGUST WOLF.

PROSPERITY and contentment are the words which best describe the marvelous achievements in the Inland Empire of the Northwest, where the pioneers and those who followed have, within the last few years, wrested from the sagebrush country, long looked upon as absolutely worthless, a crop-producing, home-supporting area of inexhaustible fertility, greater in extent than the cultivated lands in New England and capable of supporting a larger rural population.

Out of the arid waste sprung wonderful orchards, vineyards, berry fields, truck gardens and fields of golden grain and waving grasses; towns and villages peopled with a happy and optimistic population, comfortable homes in the country inhabited by a satisfied yet energetic husbandry; banks, literally bulging with the wealth of their depositors, and railroads and commercial and industrial enterprises telling of the march of progress into what was the desert wilds less than two decades ago.

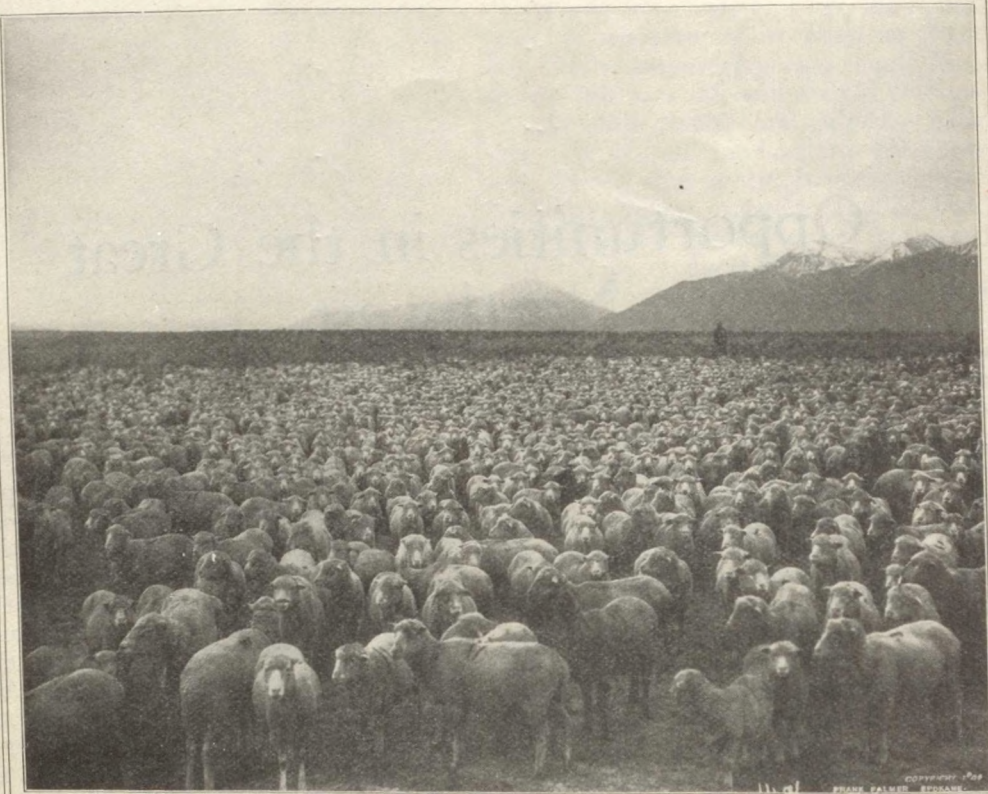
This wonderful transformation is due to irrigation, the science of supplying moisture, bringing to the soil the waters from streams which constantly corrode the mountains and foothills, giving out the new life principles in the form of alluvium from the decaying rocks and vegetation of the uplands.

The economic value of irrigation, whether by national project or private enterprise, cannot be measured in dollars and cents. It is no longer an experiment in this growing country; it is a confirmed success from commercial and financial viewpoints, and the influence of

its far-flung horizons and its true perspective are potential in character-molding and building. There is inspiration in the vastness of this westernness, where men and women and children breathe optimism and grow mental breadth and strength in contemplating scenery, declared by seasoned travelers to have no counterpart in the world. The development of the country will provide a safety valve against the impending dangers of congestion in the cities of the east.

It has been demonstrated that under irrigation western land will produce paying crops of anything which grows in the temperate zone. The products are noted for their brilliant coloring, unusual size and excellent flavor, and they command the markets of the world. Vegetables in almost endless variety and the choicest vine and tree fruits follow each other in rotation and fill out the season. There is courage born of conviction and fostered by hope in the superabundant life which springs from the broad desert when moisture is applied, and this gives a constant inspiration to industry and stimulus to greater things.

Five to 10 acres of land in the irrigated districts will provide shelter, food and raiment for a family and enable its owner to put aside from \$500 to \$1,000 a year. Scores of hundreds of men and women, many of whom came from crowded cities in the East and are doing that much or better in the land Empire to-day. The homestead instinct, characteristic of the American, won out and as a result the farmer is independent and able to market the products of his land.



PART OF A HERD OF 80,000 SHEEP,
In the Blue Mountain district of the Inland Empire south of Spokane.

The government of the United States recognized the possibilities of the lands in the Northwest, where its projects cover nearly a million acres. The largest of these in Washington is the Sunnyside project, in the Yakima valley, 90,000 acres, to be completed at an estimated cost of \$1,600,000. Others are the Tieton, 30,000 acres, cost \$1,500,000; the Wapato, 120,000 acres, cost \$1,600,000, and the Okanogan, 8,000 acres, cost \$500,000. Besides, there are about 200 private projects, including the important works in the Wenatchee district, the Methow, Kettle Falls and Spokane valleys, also in other parts of eastern Washington along the Columbia river.

Statistics compiled by F. A. Huntley, State Commissioner of Horticulture, show that approximately 227,500 acres of lands in the state of Washington are devoted to fruit culture. A census of the trees

shows 7,677,072 apple, 2,126,222 peach, 1,313,290 pear, 1,238,491 plum and prune, 938,744 cherry and several million nectarine, quince, almond and English walnut. The plantings in 1908 amounted to 2,067,853 trees, as follows: Apple, 1,169,989; peach, 366,731; pear, 230,719; cherry, 190,535; plum and prune, 70,200; miscellaneous, 39,679; of these 399,553, or 20 per cent of the grand total, were planted in Spokane county, while Yakima county planted 358,477 and Chelan county, which includes the Wenatchee district, planted 301,784.

Yakima county leads with 2,115,695 apple, 667,704 pear, 857,300 peach, 179,166 cherry and 24,081 plum and prune trees. Chelan county has 1,138,012 apple, 77,407 pear, 338,073 peach, 54,565 cherry and 18,212 plum trees, and Spokane county has 967,197 apple, 54,707 pear, 154,323 peach, 163,324 cherry and



A COMBINED THRESHER AT WORK.

In the Big Bend district of the Inland Empire, west of Spokane.

40,943 plum trees. The distribution of apple trees in six other counties in eastern Washington is as follows: Asotin, 87,415; Benton, 188,187; Okanogan, 27,670; Stevens, 251,839; Walla Walla, 84,429; Whitman, 266,133.

In addition to the foregoing there are in eastern Washington approximately 2,500 acres of grapes, 2,400 acres of raspberries, 2,000 acres of blackberries, 9,000 acres of strawberries, 675 acres of currants and gooseberries, 350 acres of cranberries and thousands of acres of lands devoted to garden truck farming, besides 2,500,000 acres devoted to wheat and other grains, which do not require irrigation.

The government's projects in Idaho are the Minedoka, with an area of 160,000 acres, to be completed at an estimated cost of \$4,000,000, and the Payette-

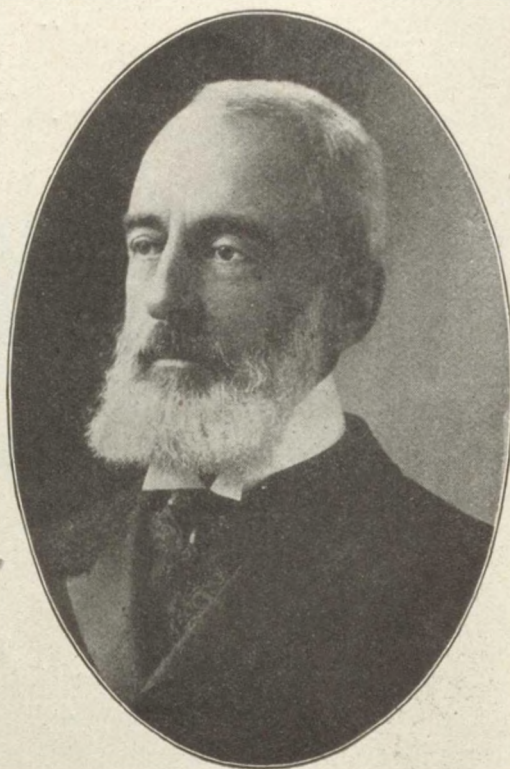
Boise, 200,000 acres, costing \$3,000,000, while Oregon has the Umatilla project, 18,000 acres, costing \$1,100,000, and the Klamath, part of which extends into California, 120,000 acres; cost, \$3,600,000. In Montana are the Huntley, 30,000 acres; cost, \$900,000; the Milk river, including Saint Mary, 30,000 acres; cost, \$1,200,000, and the Sun river, 16,000 acres, costing \$500,000. The Lower Yellowstone project in Montana and North Dakota takes in 66,000 acres and will cost \$2,700,000. There are also two dozen or more private projects, the most important of these being in the Lewiston country, taking in the cities of Lewiston, Idaho, and Clarkston, Wash., which are separated by the Snake river.

The extent of operations on irrigated lands in the Northwest will be better understood when it is known that the value

of the apple and other fruit crops in the Inland Empire amounted to \$14,000,000 in 1908. It will be \$60,000,000 in 1912, by which time several million trees set out in the last two years will come into bearing and others planted between 1903 and 1906 will have reached maturity.

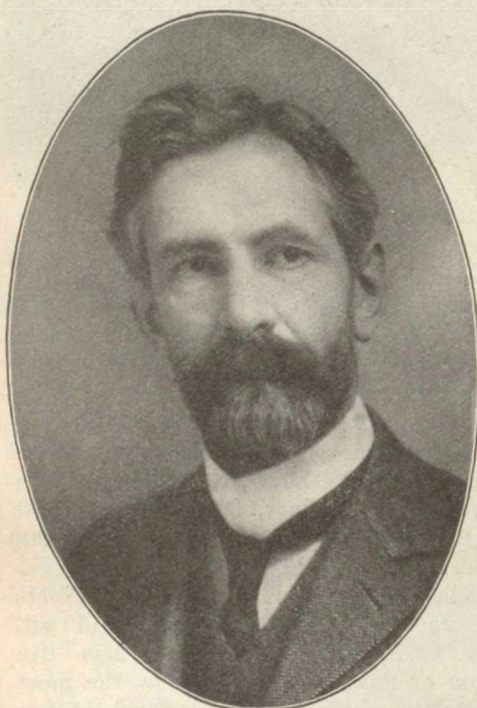
This is only the beginning of the fruit industry in this part of the country, where millions of acres of land, now flecked with the dusty green of sagebrush, is awaiting the refreshing moisture to make it blossom like the proverbial rose. Irrigation will supplement the rainfall and do much more for the growing crops than rain, as the natural element gives nothing except moisture, while the waters diverted from the mountainsides bring with them new fertility. Much of this land, now not worth more than a few dollars an acre, will then be readily salable at from \$250 to \$500 an acre, according to location and the character of the soil. That is the history of lands in

The National Irrigation Congress recognized the importance of the Inland Empire as a fruit-producing district



GEORGE E. BARSTOW.

President, the 17th National Irrigation Congress.



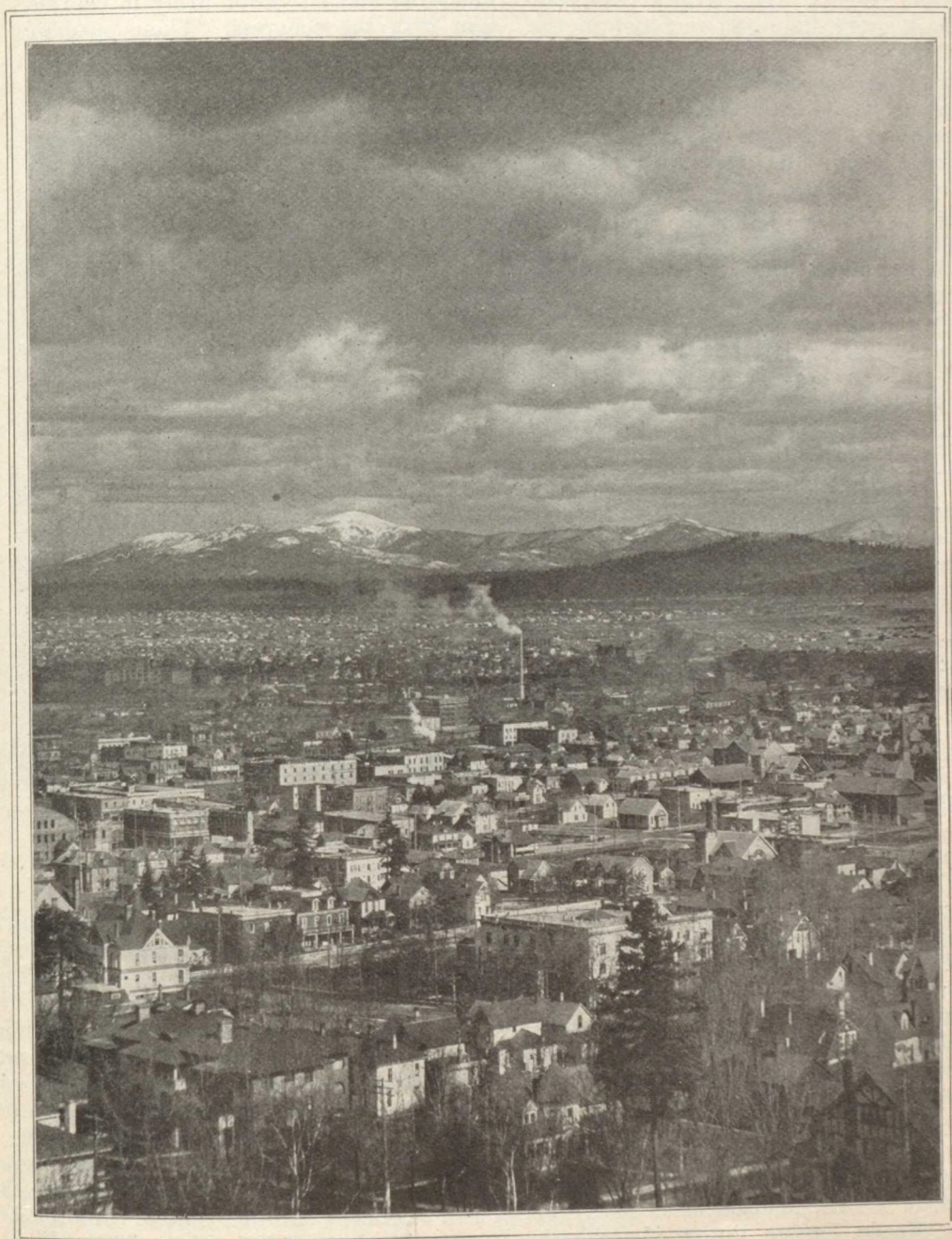
R. INSINGER.

Chairman of the Board of Control, 17th National Irrigation Congress.

the now famous Yakima, Wenatchee and Spokane valleys, where the incomes from fruit range from \$450 to \$2,000 an acre.

when it was decided to have the seventeenth session in Spokane the week of August 9, when President Taft and several members of his cabinet, government officials, members of congress, governors, foreign representatives, railroad presidents, bankers and delegates from various states and territories and provinces in Canada will participate in the deliberations. The purpose is to demonstrate the wonderful development to the West possible through irrigation, drainage, forestry, deep waterways, good roads and home-building, and to show to the East the economic importance and benefit to the whole country of this development, which includes the saving of forests, storing of flood waters, reclamation of the deserts and making homes on lands where the foot of man has not trod for hundreds of years.

The national officers of the 1909 congress are: President, George E. Barstow, Barstow, Texas, and secretary, B. A.



A BIRDS-EYE VIEW OF SPOKANE.

View was taken looking north. Mount Baldy forty miles in the distance.

Fowler, Phoenix, Ariz., with a vice-president in every state and territory in the Union.

When it was officially announced that Spokane had been selected for the 1909 congress a committee of bankers and business men appointed a local board of control, headed by R. Insinger, manager of the Northwestern and Pacific Hypotheekbank, with Arthur Hooker as secretary, others being Edwin T. Coman, president Exchange National bank; George S. Brooke, president Fidelity National bank; R. Lewis Rutter, secretary and manager Spokane and Eastern Trust company; W. D. Vincent, cashier Old National bank; J. J. Browne, president Columbia Investment company; A. F. McClaine, vice-president Traders' National bank; W. H. Cowles, owner and publisher The Spokesman-Review; F. A. Blackwell, president Idaho and Washington Northern Railway company; Jay P. Graves, president Spokane and Inland Empire Electric Railway system; D. C. Corbin, president Spokane International Railway company; D. L. Huntington, first vice-president and general manager Washington Water Power company; M. E. Hay, governor of Washington; J. P. McGoldrick, president McGoldrick Lumber company; J. T. Humbird, general manager Humbird Lumber company; David Brown, president Hazelwood company, limited; C. M. Fassett, metallurgist; John A. Finch, L. W. Hutton, August Paulsen and Patrick Clark, capitalists; H. L. Moody, manager Moody Land company; Cyrus Happy, chief counsel Spokane Canal company; Frederick E. Goodall, president chamber of commerce; Robert B. Patterson, president Spokane Dry Goods company, and Fred H. Mason, president Holley-Mason Hardware company. The executive committee is composed of Messrs. Insinger, chairman; Coman, Moody, Fassett, Rutter, McGoldrick and Vincent.

Various stages of the development of the Pacific Northwest, from the entrance of Captains Meriwether Lewis and William Clark into what was then the Oregon country in 1805 to the present day, will be exemplified by two parades of progress and a march in review by the

industrial and irrigation army in connection with the congress. These open-air features are being arranged by the parade committee, headed by E. F. Cartier Van Dissel:

August 10, afternoon—Parade of progress, showing the transformation of the Northwest from semi-savagery to civilization, by a series of district floats and mounted men and marchers.

August 11, evening—Illuminated parade of progress, representing various periods in the Northwest, from 1805 to 1909. Indians from four reservations and districts in the Pacific and Western states will join in this demonstration.

August 12, afternoon—Parade and countermarch of the industrial and irrigation army, with 10,000 uniformed men in line. The official emblem of the congress, showing science bidding the desert drink, will be shown on an elaborate float.

Arrangements are also being made by a committee on decoration and illumination, headed by Harry J. Neely, to install massed exhibits of the resources of the various districts in the country at street intersections in prominent parts of the city, so that visitors can see what is being accomplished in the Northwest. This will afford the various districts in Idaho, Montana, Oregon, Washington and other parts of the country ample opportunities to exploit their communities in the most advantageous way with exhibits of grains, grasses, fruits, vegetables, timber and minerals. The pyramids will be properly labeled and illuminated at night.

The feature of the opening of the congress will be the raising of hundreds of flags to the tops of as many 40-foot poles in the residential districts and the unfurling of flags and banners in the business sections the morning of August 9, when massed musicians, headed by the Third Regiment United States Infantry band, will play patriotic airs. This will be followed with the rendition of the irrigation ode by a large chorus of trained singers and the singing of state hymns by school children.

Another outdoor feature will be a demonstration by the federal department of agriculture of the most approved method of applying water on a 20-acre tract of



AN APPLE TREE IN FULL BLOSSOM.
Wenatchee Valley west of Spokane.

land on the outskirts of Spokane. It is announced that the speakers will be limited to 20 minutes, thus providing more time for discussions by delegates. One day of the congress has been set aside for the governors and their staffs, and there will be several receptions, banquets, excursions and theater parties.

Mr. Insinger has received letters from every state and territory in the Union, Canada, Europe, the Latin republics and China and Japan, and advices now to hand indicate there will be approximately 3,500 accredited delegates, besides several thousand visitors.

"The selection of Spokane this year was peculiarly fortunate for the seventeenth congress," said Mr. Insinger, "as it provides ample opportunity for study of the various methods of irrigation. Within a few minutes' ride of Spokane

are in operation gravity canal systems, water distribution by pipes and the most modern electrical pumping plants, while within a radius of 150 miles are some of the greatest projects ever attempted on the continent.

"That the irrigated districts in Washington, Idaho, Oregon and Montana produce the king of fruit to perfection in color, size, flavor and quantity was demonstrated at the first National Apple Show in Spokane last December, when more than 6,000,000 apples, including exhibits from British Columbia, Ontario, New Mexico, Georgia and other states were entered in competition for premiums aggregating \$35,000.

"We have been assured the hearty cooperation and assistance of the forestry and reclamation services, as well as the department of agriculture itself, and with

the natural activity of the people in the Northwest and in other parts of the country, where irrigation is profitably and successfully practiced, we expect to make a congress which shall eclipse anything yet attempted by the association. H. L. Moody, a member of our executive committee, who has just closed an interesting campaign in the eastern, southern, middle western and coast states, reports that we may look for a representative delegation of financiers and business men from Chicago and other cities within the

commercial zone of that center. We are also assured of large delegations from Kansas, New Mexico, Texas, Utah, Colorado, the Dakotas, Wyoming, Montana, Nebraska, Arizona, Nevada, California, Oregon, Idaho and Washington; also Canada, where, in the western provinces, irrigation promises to become a factor, and we look for delegates from southern, eastern and middle western states, who are interested in forestry, deep waterways, good roads, reclamation of swamp lands and home-building."



Expect Great Things

BELIEVE in yourself. It is better to overrate yourself than to underrate yourself. Know that you can succeed; then think, speak and act accordingly. Expect great things and continue to expect great things until they are realized. Stand upon your own feet, but live in constant mental touch with minds that have achieved much. Never talk or think of failure. Pay no attention to obstacles, difficulties or adversity. Be determined to succeed, and permit neither thought nor word to suggest anything else. No matter if things to-day go wrong. Things will take a turn and go your way if you continue persistently in the path you have chosen.

THE world is your friend even though it may seem, at times, to be against you. When the world seems to be against you, the reason is you have met the world in the wrong way. Change yourself. Change your mode of thought. Change your mode of action. Expect the world

to be with you. Expect great things from the world. Expect great things from everything in the world. Be for everybody and everything; antagonize nothing; be in harmony with everything, and always expect the greater to come out of everything. Believe that all things are against you, and you rub them the wrong way. Believe that all things are for you and you call forth, not only the best that is in things, but also the best that is in yourself.

KNOW that the better side of man is a true friend to every aspiring soul. Then associate only with his better side. Think only of his better side; speak only of his better side; call his attention only to his better side, and emphasize his better side in everything you think, say or do. You thus enlarge perpetually your own mental world, and the larger you become in mind and thought the greater your power to make your great expectations come true.

Happiness is not found in passivity, but in the act of pressing on and on toward the greater goal that visions sublime are constantly revealing to mind and soul.



A GARDEN IN THE SUN RIVER COUNTRY, MONTANA.

What One Thousand Dollars Will Do in Montana

MONTANA is the last of the great western states to come to the fore, and has thousands of acres of fertile land still open to homestead entry. The Reclamation Service has recently set aside three hundred thousand acres just west of Great Falls for the Sun River Project. This land will grow good crops without irrigation, but to insure the best crops every year the government is building canals through which streams may come forth from the mountains of perpetual snow and irrigate this entire region.

Select a forty-acre farm in this region, and you can provide yourself with a pleasant home, horses, cows, poultry, the necessary farm implements; in fact, be fully equipped, and all paid up, for the small sum of one thousand dollars. Then after a year's labor you will have your irrigated farm growing crops, fruit trees started, berries set out, an alfalfa meadow sown, your stock increasing, and an assured income for life.

The government will give you the land

free, all ready with irrigation ditches, and only asks you to pay back within ten years what it actually costs to build these ditches. You may meet this obligation in small annual payments, and there is no interest. These lands lie in what is called the chinook belt, where the warm breezes from the Pacific moderate the winters, thus making the climate most delightful all the year around.

Last spring one hundred of these farms were taken by as many families, and they now have their first crops growing. But crops were not their only thought. They had schools started before their own houses were completed, and they have church services and Sunday school regularly. A most pleasing feature in this community is found in the fact that the towns as well as the farms have been laid out by the government engineers, so that no farm is more than three miles from town. In these towns places of business of all kinds are being opened in order to supply the needs of the community. And in the



RAINBOW FALLS OF MISSOURI RIVER, GREAT FALLS, MONT.

Height 54 feet. A new dam is about completed at this fall; 35,000 horsepower.

near future, creameries, cheese factories, sugar factories and other enterprises will be started. Opportunities, therefore, in this new land of promise, are both numerous and varied.

There are now one hundred more farms being settled, and before the summer is over there will be a hundred happy families in possession of real homes. Many of these have for the first time acquired a home of their own, and they will be relieved indeed to think that rent day is past and that no landlord will demand a share of their toil. Some of these families, however, have sold their farms in the East at good prices, and, having invested their surplus to advantage, have taken new farms in this region, knowing that the change would be a good one both from a business standpoint and from the standpoint of the joy of living.

Families from the larger cities will be glad to learn that the Reclamation Service has provided a demonstration farm, in charge of an expert in agriculture, as applied to this region, who will give information as required to those who have not lived or worked on an irrigated farm before. Everyone, therefore, who is willing to learn and willing to work may, in this new country, secure a home of his own, a good living and a surplus every year without overwork or hardship of any kind.

In the very near future there will be forty thousand acres, in addition to what is already taken, supplied with water, and there will be room for a thousand more families. But they will not be required to pass through the "wilds" of pioneer life; they will be actually surrounded with neighbors; they will have



THE ENORMOUS YIELD OF BRIGHT, CLEAN GRAIN.

Note also the wide expanse of country.

access to schools and churches almost at once, and will enjoy all the advantages, with practically none of the disadvantages, of eastern rural sections.

In the marketing of crops, co-operation is becoming a prominent factor, especially for the purpose of giving this region the reputation it merits in regard to the quality of its products. An established reputation on any crop from any special locality is as important to that locality as reputation is to a business or to a professional man. The melons, oranges, apples, as well as the grains from the West, are almost invariably graded by the places from where they are shipped. And the products from Great Falls, on account of their quality and co-operation in marketing, are fast gaining an established reputation of worth.

Though an excellent beginning can be made on these farms with the small sum

of a thousand dollars, the profits will soon make it possible to secure almost all kinds of conveniences. A house in these communities can have modern plumbing, steam heat, telephone, and almost every comfort that is enjoyed by the well-to-do city dweller. All these things are already enjoyed on a number of Montana ranches, so that those who are accustomed to all the comforts of modern civilization will miss nothing by coming here.

This section of Montana might well be advertised as a health resort, as most of the general ailments of mankind are almost unknown. The percentage of physicians of every one thousand inhabitants is very small, as their services are not frequently required. Three hundred days of sunshine every year is a tonic and health giver that is not very easily surpassed.

What agriculture will mostly consist of in this region is a question that will naturally be asked, and it can be briefly answered by stating that the fruit-grower, the poultry raiser, the gardener, the dairyman, the fat stock producer—all may succeed here. Commercial apple orchards are being set out extensively in this section. Berries and small fruit will give large returns. Dairying is very profitable. Hogs can be raised on alfalfa pastures and fitted for market on field peas and hulless barley. Alfalfa hay is all that is necessary to prepare cattle or sheep for the market; and every essential is at hand for making profitable every branch of the poultry industry.

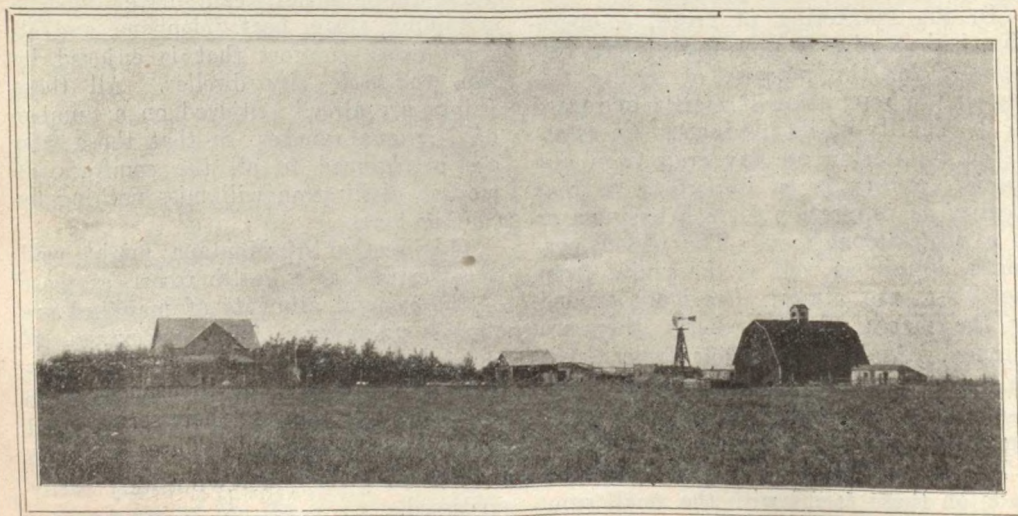
There is a local market for a large share of what can be raised in this region. Great Falls is a city of twenty-five thousand people, with excellent possibilities for rapid growth; and there are mining towns in the vicinity that, at present, employ over twelve hundred men. Heretofore, a great deal of the produce required to supply the local demand has been shipped in from other states.

Grains of all kinds yield enormously, and their quality is not surpassed in any locality. The yield is frequently from two to four times what it is in the middle states. On account of the bright, clear weather at harvest time, the grain has a bright, clean appearance that gives

it the preference at every market; and facilities are at hand for ready shipment to any part of the world.

The soil in this region contains all the elements of its original richness; the home, therefore, that Uncle Sam offers to give you is not on a worn out farm. It will be many years before it will be necessary to apply fertilizers to this land; in fact, with the proper care as to cultivation and rotation, fertilizers may never be required, as the water used in irrigation is constantly laden with fresh, rich soil from the mountains.

Those who have recently located on these irrigated farms are all good American families; intelligent and enterprising; and as the possibilities of scientific agriculture along most extensive lines are most numerous in this vast region, it will not be long before costly dwellings and automobiles will become familiar sights. If you contemplate taking advantage of the opportunities that are here waiting for lovers of independence, freedom and plenty, you will be glad to know that there are no real estate concerns interested in those farms, and you will not have to pay commission to anyone. When you have selected your farm, the necessary papers will be made out at the government land office at Great Falls, and you are at liberty to locate permanently at once, or at any time within six months.



THEN AND NOW.

Notice the little log hut where these people made their start in the Sun River country. A few years' transition shown at a glance.

Suggestion in Business and Every-Day Life

By EDWARD E. BEALS.

IF our good old merchant friend who has been selling dry goods and notions over the counter for the past thirty years should see the above title, he would probably smile, and in his sardonic way would say, "Some more of them new-fangled notions that don't amount to anything." But the wide-awake, young business man, who is ready for any new idea that will help him to make more money, knows better; he has used suggestion and realizes its value.

Very few things happen in our daily life without suggestion of some kind entering in. From the time we get up in the morning till we jump into bed at night we have been receiving suggestions all the time. In the morning your wife says: "I have to buy a pair of shoes and a hat for Clara to-day. I expect they will cost about \$10, and I only have \$4 in my purse." You accept the suggestion and give her the \$6. And at night, after you are snugly tucked in and are feeling so comfortable, wife calls out: "George, are you sure you put Tabby out for the night and bolted the door?" And, although you are sure, yet you accept the suggestion, get up, slam and bolt the door so she can hear you, and then climb back into bed.

A knowledge of the use of suggestion is a valuable acquisition to anyone's fund of information. If we do not know when it is used on us, our minds are the playthings of others. If we do know, we are either able to protect ourselves or to admire the ability of others who do use it on us. In business and every-day life, there are two kinds of suggestion—direct

and indirect—and each has several subdivisions. If in our daily lives we use the law of non-resistance in combination with direct and indirect suggestion, we are pretty sure to get along with our neighbor.

I shall now try to explain by illustrations what is meant by these various expressions. Here is the first one:

I was standing near the boxoffice of a theater one evening, when a well-dressed young man stepped up to the window and said to the ticket seller: "Have you any 50-cent seats for this evening?"

"How many?"

"Three."

"Yes, I have; but I have some fine 75-cent ones right up in front. Wouldn't you rather have those?"

"No; the 50-cent ones will do."

Here was a case of intended suggestion for the purpose of getting more money out of the young man. In most cases it would have worked, and he would have answered: "Yes; give me the 75-cent ones." But the young man was a salesman and used suggestion himself, and knew what was being tried on him.

In business we have the positive and the negative suggestion. Here is an illustration of the use of a negative suggestion: A salesman representing a paper house stepped into the office of a book and magazine publisher who used large quantities of paper and said: "I represent M. & Co.; you don't want any paper to-day, do you?" And the publisher said: "No; not to-day." And the paper salesman went away without an order.

But here is the way a positive sugges-

tion was used, with different results: About fifteen minutes after the first salesman had left, another representing a competing house walked into the same office. His first words were: "How do you do, Mr. J—? I know you use a lot of paper and I would like to get some of your orders. If price and quality will do it, then they're mine. I brought with me a sample of a 'special' eggshell stock which I think you'll like." He then handed the sample to the buyer, who, although busy, took the time to look at it, became interested, and finally purchased \$250 worth.

The buyer did want the paper; in fact, he was in the market for it all the time, and when he said "No" to the first salesman he didn't intentionally lie to him. He was busy and—the salesman had given him a negative suggestion, which was answered in an absent-minded way with its logical answer. The approach of the second salesman was entirely different. His first suggestion was a positive one, followed up by the second, mentioning the two important things that enter into the purchase of paper, i. e., price and quality; and this, followed by a third, i. e., having something "special" to show him, and thus getting the interest of the buyer.

Indirect or masked suggestion plays an important part in our daily lives. Here is an example: I know a little girl, about 12 years old, whose father used suggestion quite frequently, both in business and at home, and who often talks about it at the table and in the family circle. Children are great imitators, and she, being a good observer and listener, had grasped the idea involved. One day she wanted some money to buy some candy or ice cream, but she hardly dared to ask for it outright, because she had had her allowance for the week only a few days before. But she wanted the money; so one evening she very conveniently left her empty purse half open on her father's desk. Naturally he noticed it, and, recognizing it as his little girl's, looked into it. Finding nothing there, just for a little surprise he put a quarter in it and placed it right where it was before. Of course, the little girl was surprised and delighted when she found it and thanked her father affection-

ately, but there was a twinkle in her eye when she left him to go to her room.

There are two ways of dealing with creditors, as will be shown by the following illustration: The manager of a concern had promised one creditor, to whom they owed almost \$1,000, the sum of \$200 on a certain day. But on the morning of that day he found that he wouldn't have enough money to meet other expenses—notes and current obligations—and pay the creditor this money as well; so he instructed the bookkeeper to tell Mr. G., when he came in, that he was sorry the money couldn't be paid as promised, but that it would be forthcoming at some later date. When Mr. G. came in he was informed by the accountant that there was no money for him. He became insistent and demanded the money, saying that he had reckoned on getting it and "must" have it. The bookkeeper could do nothing with him, so finally said: "Well, go in and see the boss." Mr. G. then stepped into the manager's office and the following conversation took place:

"Come right in, Mr. G."

"I came for that \$200 you promised for to-day."

"Certainly, certainly; sit down."

Then in a jolly, optimistic tone for the special purpose of placing Mr. G. in a good-natured frame of mind, the manager said: "We have two notes coming due to-morrow, Mr. G., and I would like to borrow \$500 of you. Can you let me have it?"

With a smile spreading over his face, Mr. G. answered: "I came over here to get some money, not to lend any."

"I know you did; but here is the situation: To-morrow we have two notes to meet and I am gathering money to protect them. We want to meet those notes and protect our credit. If we give you this money now and 'fall down' on the notes to-morrow, we will be sued and possibly be put out of business, and then you wouldn't get any money from us in the future. You wouldn't have that happen, would you?"

"No, certainly not."

"Well, we'll pay you that \$200 next week."

"All right; good day, sir."

There are two ways of meeting debtors also. The other day a collector comparatively new at the business stepped into a busy man's office and said: "I came over to collect that bill you owe N. & Co. The amount is \$125."

"I'm sorry, but I can't let you have it to-day. We haven't had a very good day and my bank account is low."

"I had instructions to get the money, and I must have it to-day."

"I tell you I can't give it to you."

"If you don't give me this money now the concern will bring suit against you."

These last words riled the busy man, and with fire in his eye and anger in his tone, he said: "I don't care what you do. Bring suit, if you want it. But get out of my office!" And showed him the door.

In the afternoon of the same day another collector called. He had been in the business quite a number of years. He knew how to use suggestion, and was familiar with the law of non-resistance.

The following conversation took place:

"How do you do, Mr. W. Business good to-day, I hope?"

"No, not very good."

"Sorry; I wish it had been. To-morrow will be better."

"I hope so."

"I came over to see if you could help me out. I have a big payroll to meet to-morrow and I find myself \$150 short. I've scraped up every cent I could. I left you till the last, because I did not want to bother you unless I absolutely had to. But I felt that if I did find myself short, I could depend on you to give me whatever I needed on that old account."

"Surely, I can let you have \$150. It will make my bank account look sick, but I'll make it up to-morrow."

The power to persuade consists simply in knowing how to use suggestion—both direct and indirect—properly. In the use of this power, it matters not whether a man is moral or immoral. Green-goods and gold-brick men are masters in the use of suggestion for the purpose of fleecing their victims. My belief is that honest

people ought to know when suggestion is being used, so as to avoid it, and also how it is used, so as to counter occasionally.

It is just about impossible to convince a person by logic or argument that he is in the wrong and you are in the right. And if you finally do get the best of the argument, and some hot words have been spoken, the person is not absolutely convinced; he still holds the same opinion and would defend that opinion against another; and, furthermore, he is your enemy. It is much easier to gain one's point by the use of suggestion, and at the same time gain a friend. This is done by the use of the law of non-resistance.

To live with some people it is absolutely necessary to make them believe they are having their own way. Just as soon as you begin to argue with them, life is made miserable by continual disputing and nagging. The only way to get along with such people is to agree with them, and then do what you think best. For instance, here is a man who claims to know that a certain thing is true, and he is willing to argue all night to that effect, even though you know it isn't true. To handle this man, first agree with him. Say to him: "What you say is no doubt true; I agree with you." Just as soon as you do this, he stops arguing, lets down the mental bars of resistance, and begins to think you are a very nice person. Then comes your opportunity to say: "But I believe you will agree with me that, etc." If he is reasonable and you have stated a truth, he will have to agree with you. After that it's an easy matter to lead him to see your side and finally agree that your side is the right side after all; and perchance you have a friend instead of an enemy. But some people will say: "You had to lie to gain your point." No, not necessarily, for there is certainly some part of your friend's conversation or argument with which you can agree, even if you can't agree with all of it.

This reminds me of a story which I read when a boy and which impressed me so deeply that I remembered it always, and I have often used the principle to advantage. John and Mary loved each other dearly. They had been married almost a month when they had their first quarrel.

John was sure that he was in the right and he tried to make Mary see it that way; but Mary had her own opinion, and nothing could change it. Things got so bad they would hardly speak to each other, and Mary had decided to pack her trunk and go home to "mother." About that time John's mother, who was a very sensible woman, stepped in for a visit. After a few questions she learned what the trouble was, and, taking John aside, said to him: "You still love Mary, don't you, John?"

"Why, certainly, mother; I would do anything for her."

"And you want to make up, and also have your own way, I suppose?"

"Certainly; but I only want my way because I am in the right and she is in the wrong."

"All right; if you want your way, then go right to Mary, ask her forgiveness for being such a fool; tell her that you are a brute, that you are in the wrong and that you are not worthy of such a good girl as she is."

"Why, mother, I will do no such thing;

that would be lying; and, besides, I am right and she is wrong."

"But I asked you if you wanted your way; and I guarantee if you will do as I tell you, you will have your own way."

At first John didn't want to do it, but things were looking rather serious, and he did love Mary, so he promised his mother he'd do it. After she had gone, John went at once to Mary and said:

"Mary, I'm a brute; it's all my fault, and I want you to forgive me. I'm in the wrong, and I'm not worthy of a dear, good little girl like you."

And what do you think Mary did? She fell on his neck and sobbed and said:

"It's no such thing; I'm just a mean, stubborn old thing. I knew I was in the wrong all the time, but I just wouldn't give in." And they lived happily ever afterward.

This is a fine example of the use of non-resistance. Try it yourself and see how much easier it is to get along with people that way than to try to compel them to think as you do.



The Power of Good Cheer

LIVE constantly in the faith that the sunny side will prevail; and in the midst of darkness know that better moments are at hand, for the sun will surely shine again. Learn to attract the bright side of things by a persistent desire for everything that contains brightness, sunshine and good cheer. But above all, be the very embodiment of sunshine yourself. It not only brings happiness but also increase. Take two men of equal ability and opportunity, the one habitually cheerful, the other habitually morose; in the world of success the former will accomplish more than the latter.

WE all seek the sunniest souls both in society and in business. The cheerful man invariably attracts, while the sullen man invariably repels. And in the field of achievement the power to attract is a matter of very great importance. But this is not the only value of cheerfulness. The cheerful attitude of mind is both constructive and cumulative. It builds up the best and gathers together the best. All good things come to those who are always bright and happy, providing they *deeply desire* all good things. And remember, sunshine makes things grow.

Apple Growing in the Northwest

By OLIN D. WHEELER.

A FEW years ago a sage-brush plain or valley where howling coyotes roamed at will, disturbed only by the hungry cattle seeking the succulent blades of bunch grass here and there dotting the dusty surface; with a horizon broken only by the distant verdureless hills or mountains, refreshing in their black green-timbered slopes and snow-capped summits; to-day a land of plenty, harboring a prosperous and wealthy people, with comfortable and even elegant homes, surrounded by beautiful orchards of the peach, cherry and apple; vineyards of luscious grapes and flourishing fields of alfalfa, interspersed with growing and thriving towns, traversed by busy lines of railway and trolley lines, well-kept wagon roads, telephone lines, special delivery routes, with metropolitan cities, affording commercial, industrial and all modern conveniences and facilities.

This brief summary epitomizes the settlement, growth and development of many a section of the Northwest, particularly that part beyond the Missouri River, where irrigation has worked such seemingly miraculous changes and transformations.

All this is due to the efforts and labors of a determined and enterprising people gathered from all parts of our common country, than whom there are none surpassing them on the face of the earth, as has been proved before, times without number, in great problems of wilderness subjugation. Through their genius and expenditures the wasting waters from the mountains have been brought many miles and spread over the widest areas of semi-arid lands, making a rich and fertile soil produce to a marvelous and wonderful de-

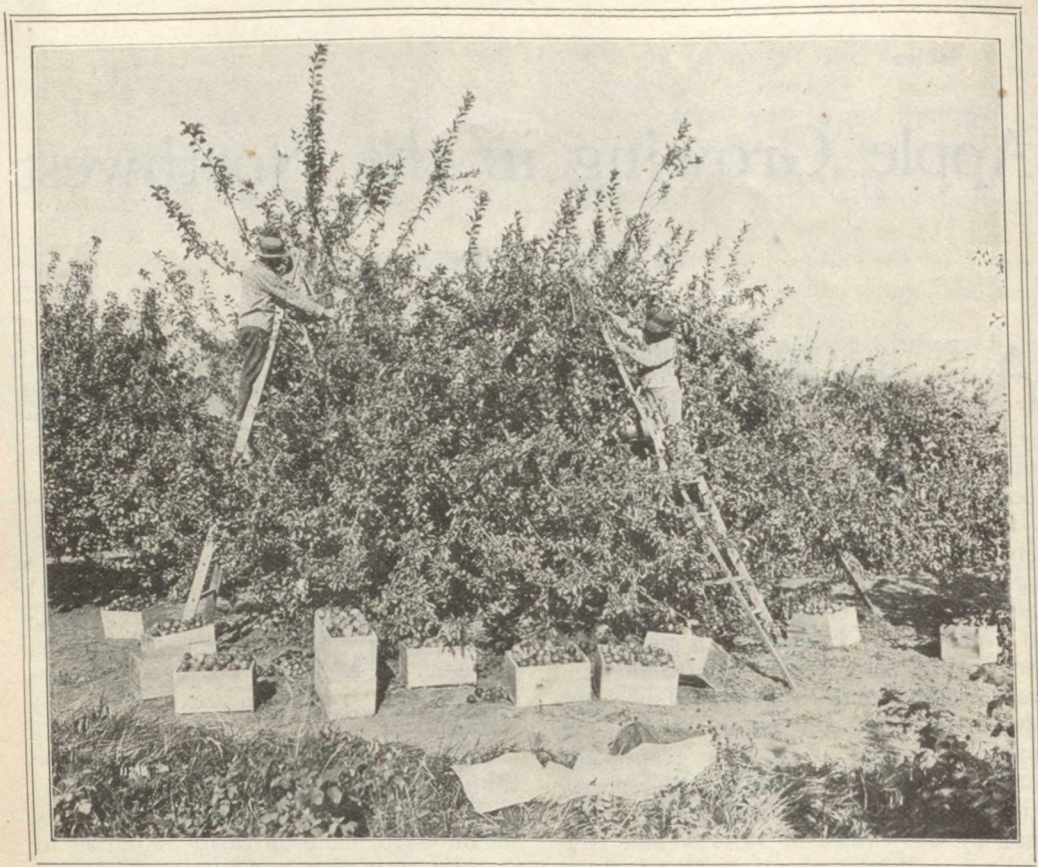
gree, building cities for thousands and homes for tens of thousands, and making possible a section of people as prosperous and as happy as any that live in the United States.

The history of this section is an interesting story; its growth and progress is a tale of wondrous accomplishments; its opportunities for future developments and return are glowing and enticing. Irrigation is an old story in world history, although to us in its message and performances it savors of magic. This is not strange.

Artificial watering of crops was a new thing to us, although our simple experiences with the garden hose on our lawns should have made us easily receptive to the idea even when applied on a magnificent scale. Then, too, the romance of possibly seizing upon mountain streams and great rivers that had virtually been running to waste for centuries, and turning them upon vast areas theretofore considered as useless deserts, and from this at first apparently unnatural marriage establishing the most valuable and productive farms and orchards to be found, should have appealed to our vivid imaginations.

But all this is passed and gone, and we have become used to seeing deserts transformed into gardens almost over night and oranges and figs and grapes and apples and peaches growing, as it were, one season where the previous year sagebrush and cactus held sway.

What has given increased dignity and importance, and I may add, impetus to the great movement to rescue from worthlessness and uselessness the widespread area of western lands that were simply consumed with a deep and lasting thirst



PACKING APPLES IN YAKIMA VALLEY.

is the appearance of the government upon the scene with its great reclamation scheme.

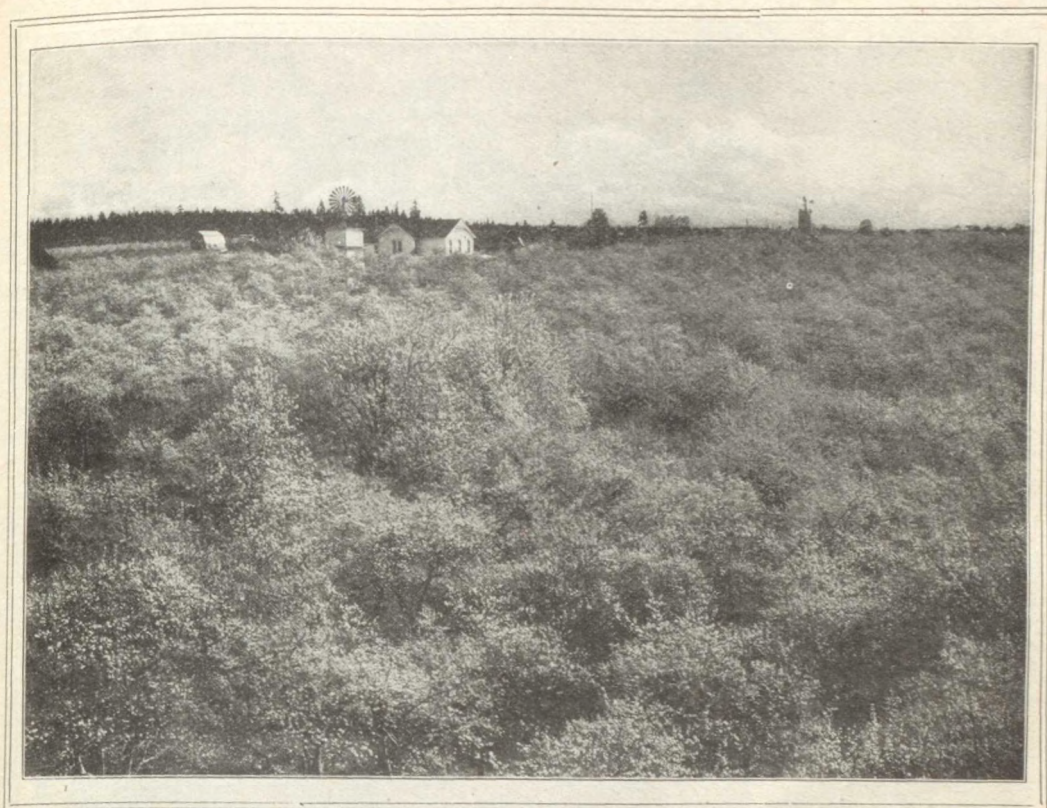
The theory upon which the government entered upon this work is well stated by Mr. C. J. Blanchard, the statistician of the Reclamation Service:

"We have come upon a time in our national life when the question of providing homes for our people bulks larger than ever before. The time is not far distant when it will become acute. The rapid narrowing of the limits of our unoccupied public domain and the tremendous increase in land values in all the settled sections of the United States render it yearly more difficult for the man of small means to get a foothold on the land. There is congestion to-day in many of our cities, and the menace of a great population underfed and poorly housed looms more darkly each year. So great is the land hunger that already a quarter

of a million families, comprising some of the best blood of the nation, have expatriated themselves and taken up new homes under a foreign flag. What is the use of preaching love of home and country when we offer nothing but crowded tenements to the toiler who seeks to earn a roof over his family?

"Our nation's greatness has its foundations in the home of the man whose feet are firmly planted upon his own land. There is no national stability in a citizenship born and reared in tenements. Patriotism, loyalty, and civic pride are not bred and fostered in the crowded centers of population. The destiny of the nation is foreshadowed in the provisions made for the prosperity and contentment of its citizens. An assurance that the great mass of our people shall reside in homes of their own is an insurance that our future will be one of stability and progress.

"The home-making instinct is a well-



MILES OF BLOSSOMS.
A Columbia Valley orchard.

developed trait in American character. Our forefathers who landed on the bleak and inhospitable shores of New England, their descendants, the pioneers who conquered the middle West, and the Argonauts of this generation who crossed the trackless plains were impelled by this instinct more than by the love of adventure or the lure of gold to wander forth into strange lands.

"From the very inception of our republic our legislators have recognized that it was a national duty to render the acquirement of homes as easy as possible. This recognition was shown in liberal grants to the defenders of the country in Revolutionary times, and later in the beneficent homestead law which opened to settlement the Mississippi Valley. It has been recognized since by the enactment of other statutes making easy the acquirement of public domain. Areas greater in extent than many of the original states have been donated for the purpose of making habit-

able the unutilized lands of the people. At one time the property of the nation embraced 1,800,000,000 acres; to-day it has been reduced to less than 500,000,000 acres. Much of it was squandered by the government, it is true, but out of that public domain twenty vigorous commonwealths have arisen, and an agricultural empire has come into being that is to-day the marvel of the world."

In the Great Plains region alone the Reclamation Service has under way the reclamation of 500,000 acres, involving an ultimate expenditure of about \$19,000,000. It is now spending, approximately, \$1,000,000 a month, has reclaimed more than 3,000,000 acres, and the National Reclamation fund exceeds \$50,000,000. The work of the government is supplementary to that of many private individuals and corporate irrigation enterprises that aggregate other enormous acreages and expenditures. For example, in Montana there are about 1,500,000 acres



A PORTION OF AN EXTENSIVE ORCHARD IN YAKIMA VALLEY, WASH.

Statistics show that the annual production of this delicious and most hygienic of fruits is becoming less in proportion to consumption each year, and has actually been less in the aggregate the last few years than formerly. The official government figures since 1895 are as follows:

Year.	Barrels.
1895	60,540,000
1896	69,070,000
1897	41,536,000
1898	28,570,000
1899	37,560,000
1900	47,960,000
1901	26,970,000
1902	47,625,000
1903	45,000,000
1904	45,300,000
1905	23,500,000
1906	36,130,000
1907	25,000,000

It will be observed that since 1896 the largest crop was 47,960,000 barrels. Dur-

ing four years it was below 30,000,000 barrels. When the production of the country amounts to only one-half to two-thirds the acreage ability, it indicates something to be wrong. Diseased orchards, exhausted soil, unsuitable locations, climatic conditions, neglect, etc., may be accountable.

We know that orchards in the East and middle West have been rapidly "playing out" and dying owing to disease and neglect. In this respect the orchards, and particularly the apple orchards, of the Northwest exceed. Nowhere is there such care and attention and scientific cultivation given this fruit as in the northwestern orchards. And from nowhere else come such Spitzenbergs and Newton Pippins and Rome Beauties and Winesaps and Jonathans and McIntosh Reds and other apples as from there.

In regard to overproduction, the following, from an authority on the subject

of apple cultivation, covers the ground:

"First, I want to say that this is not a new question. Fifty years ago the pessimistic wail was going up that the apple business would soon be overdone and would cease to be profitable. At that time not more than one-tenth as many apples were raised for commercial purposes in the United States as are raised to-day. And yet more money has been made in growing apples during the past decade than in any like period since the Mayflower landed its cargo of living freight on New England's 'stern and rock-bound coast'. One hundred years ago apples were but little raised for commercial purposes. No great commercial orchards were in existence. Now trainloads and shiploads move from American orchards to our great centers of trade and across the ocean to England and other parts of Europe. Asia is calling for our apples and getting some, but not a tithe of what will go there in the near future. Even Australia is taking thousands of boxes of our best apples and is calling for more. Our highest grade of American apples cannot be duplicated on the face of the earth, so we have the world for a market for our best apples. Our railroads and steamship lines are ready and glad to take our fruits to the ends of the earth. The person then who looks for this business to speedily become unprofitable does not understand the situation. The 'calamity howler' may scare some people, but not the intelligent fruit grower who understands the situation.

"If the business of apple growing should be overdone in the United States, it by no means follows that the intelligent and careful fruit grower in the *Pacific states* would be put out of a profitable business. The *evidence multiplies on every hand that a grade of apples is raised on the Pacific slope, and especially in the arid and semi-arid sections, that cannot be duplicated anywhere.* Recently the Hon. H. E. Van Deman, the noted pomologist and judge of the fruit exhibits at Buffalo, Portland and Jamestown, on being asked what could be put into the soil to give apples the best color, replied that it is not so much what is in the soil as what is overhead. He declared that sunlight is the chief factor in giving color

and quality to apples; that in the Pacific slope, in Idaho, eastern Oregon and Washington conditions exist in this respect in favor of high-colored fruit that cannot be found elsewhere."

A very large proportion of the Newton Pippins grown in the Northwest are exported to England, while the Spitzenbergs find a warmer welcome in New York and other eastern cities.

According to Prof. Thormber, of the State College of Washington, at Pullman, the state of Washington has nearly 100,000 acres in orchards, the value of a full crop from which would equal from \$40,000,000 to \$60,000,000.

The area in orchards in Montana, Idaho and Oregon is proportionate to that in Washington.

While this growth of northwestern orchards is going on, there is a constant decrease in eastern orchards, the population is increasing and the domestic and export demand for fruit is rapidly increasing.

In the Columbia River Valley, from the Okanogan region to about Vancouver and Portland, there are some magnificent orchards and the area is increasing. The new "North Bank" Railway, from Portland to Spokane, an affiliated line of the Northern Pacific, has opened a new and very rich and picturesque region to settlement, and horticulture will flourish there. In many parts of this lower Columbia Valley, especially on the elevated plateaus above the river, irrigation is not practiced, nor is it needed. Otherwise it is not materially different from the irrigated regions referred to.

The attractive feature about winter apple growing in the Northwest is that small orchards afford one a good and reliable income. One does not necessarily need to invest a large amount of money in a large orchard.

The *Century Magazine* for March, 1908, gave an account of a man past middle age making a good living for himself and wife on one acre in the Lewiston-Clarkston country. The writer is acquainted with the man referred to and knows that he continues to do this.

On a well-matured apple orchard it seems entirely safe to count on a regular annual income of at least \$500 an acre.

In exceptional years the returns are sometimes almost beyond belief. In 1907 E. H. Shepard, the editor of *Better Fruit*, Hood River, Ore., sold more than \$2,000 worth of apples from one and three-fifths acres. The returns from 6,647 boxes of peaches, 5,598 boxes of apples and 474 boxes of pears on a thirteen-acre ranch at North Yakima aggregated \$15,192. Three acres of McIntosh Red Apples in the Bitterroot Valley netted \$800 an acre. Four acres of Winesap apples in a Washington orchard yielded \$6,000.

These results are attained through a genial climate, rich soil, good water, long days of sunshine coupled with cool nights, thorough and scientific cultivation and care of the orchard, extreme care in picking and packing fruit, all inferior apples being discarded, and good marketing. Some of these fruit regions, like Hood River, North Yakima and Wenatchee, have obtained perfect fruit reputations for clean, perfect fruit that it may be said to market itself, for it is often bargained for on the trees.

The price of fruit land naturally varies according to conditions. Raw land can be bought in most cases all the way from \$20 to \$500 per acre, depending upon the district, location, character of land, etc.

Many things enter into the matter of prices. The land can in most instances be purchased on very reasonable terms and long time. Nurseries are many in the Northwest, so that trees "to the manner born" are easily procured. While the orchard is growing to maturity, berry or vegetable crops are raised between the trees and very often the returns from these meet the deferred payments.

Many men of middle age have gone into these fruit regions, purchased small tracts and been successful without having any special previous experience. Brains count here as elsewhere. The life in the open air for much of the year is a great health preserver and renewer and the occupation is one that is calculated to cause a man to lead a complacent existence as well as to amass a reasonable competency as the years go by.



Changes for the Better

WHAT happened to you before cannot happen again, unless you return to the same state of life and thought. Only like causes can produce like effects. History never repeats itself in the lives of those who are ever advancing; and to those who are ever rising in the scale the same experiences can only return in a higher, richer form. If you do not wish history to repeat itself in your world, change your life constantly to something larger and better.

WHEN you become larger in life and thought, everything that happens to you will be different from anything that ever happened before; it will come

differently and affect you differently, and the experience will be much more to your liking. There need be no monotony in your life. Change yourself constantly and the same work will be a new experience every day. You will approach everything in a changed and improved manner, and everything will respond in a changed and improved manner. Gradually, as these changes in yourself become permanent factors in your life, you will naturally be drawn into a changed world, a larger, richer world, where opportunities are more numerous, where your achievements will be greater, and where you will realize a larger measure of happiness than you enjoyed before.

Push vs. Pull

By WILLIAM WALKER ATKINSON.

IN meeting many young men in business life, I have been struck by the frequency of the employment of the term "pull" in connection with their employment, advancement, etc. To hear many of these young men talk one would suppose that business and professional life was one long series of "pulls"—one continuous employment of the efforts of other people in the direction of favoritism, influence, preference and similar things. I am of the opinion that the term in question, and the ideals which are built up around it, are injurious and calculated to set young men on an entirely wrong path of endeavor and effort. At the best, things gained through "pull" can be held only through "pull"—the moment the prop is withdrawn, down comes the entire structure. Nothing can be stronger than its own foundations, and if the foundation of one's business life is a "pull" depending upon favoritism or influence, then the foundation must be weak and the structure itself is always in danger of tottering.

Widely in contrast to this life of "pull" is the character which has "push" for its motto and inspiration. "Push," unlike "pull," is a self-sustaining quality, finding its nourishment from within instead of depending for a constant feeding from the outside. The "push" individual is like the bird which has graduated from the nest and is able to forage on its own account; the "pull" person is like the weakling in the nest which requires constant feeding in order to prevent it from starving. The "push" man is like the sturdy little youngster who is able to toddle around and grab a fistful of bread or fruit and feed himself—while the "pull" man is like the anæmic little creature who has to be fed from a bottle or

spoon. It has always been a source of wonder to me how these people who openly admit that they depend upon "pull" to carry them through life can maintain their self-respect. They are nothing but parasites in reality. They are unable to plant the roots of life in the soil of nature and draw therefrom their own nourishment, but must, instead, fasten themselves upon others and draw their nourishment at second-hand.

The spirit of the successful man of today, and in all times for that matter, is "push," not "pull." It is all very well to use whatever help and influence one finds at hand in order to help one to attain his goal, but this is a very different thing from depending upon "pull" and being too feeble to proceed without it. We have known young men, and older ones, too, who have never obtained a position through their own abilities or force of their own character. When out of a position these people invariably "look around for someone with a pull," whose influence may land them into a desirable berth. Without this "pull," aroused through sympathy or otherwise, these people can do nothing. They commenced by depending upon others, and they have grown to look upon life as something in which people are fed with spoons or through nursing bottles. Place these people in a place in which they lack friends or relatives with "pull"—and they would be like a deep-sea fish in a desert.

Entirely different is the case of the man with "push." Place him down anywhere—miles away from friends or relatives—and he will begin to "push" his way into something—perhaps a small thing, but something that is a beginning at any rate. These people do not wait for "something to turn up"—they go out

and turn something up for themselves. Their "push" is *their* "pull." They are their own backers. This is the spirit of the urchin in the newspaper story, who, when applying for a position as office boy, was asked, "What's your motto, boy?" Quick as a flash came the answer: "Dere it is!" pointing to a swinging door upon which was painted the word "PUSH." He got the job.

The world has enough of these "pull" people—and to spare. But the "push" people are comparatively scarce—there are not enough of them to go around. There is always a demand for the man who has the spirit of the boy who pointed to the sign on the door. There are places for him everywhere—but he must "push" himself into them, and "push" himself forward after he gets them.

"Pull" is the minus sign of the arith-

metic of Life—the minor chord of the scale of Success. "Push" means *plus*—and is the strong major note which sets vibrating all things in its neighborhood. To gain real Success by "pull" is like trying to lift oneself by one's bootstraps—it isn't done that way. You cannot "pull" yourself forward—the two are antithetical. The only way to advance is to "push" ahead. The word "pull" is akin to that of "graft"—both terms for symptoms of diseased condition of life of today. In time both will be regarded as curiosities—relics of the Dark Ages.

Be "push" people—stand upon your own feet, and make your own way. Leave the "pull" to the weaklings who continue to pull at the nursing bottle held in the hands of friends and relatives.

The Door to Success opens inward, and bears upon it, in bold letters, "PUSH!"



The Spirit That Moves

By WILLIAM F. SCHRAMM

PROGRESS has many prerequisites, one of the most important of which is the capacity for moving ahead constantly and continuously—the trait of "going on." It is very easy to make an occasional spurt toward Success, but it is this capacity for "going on" continuously that brings about the final result. The old story of the hare and the tortoise illustrates this point. The hare, with supreme confidence in his ability to outstrip the creeping tortoise, does not take the trouble to attain the goal of the race, but instead takes a nap by the wayside. The creeping tortoise, possessing the faculty of "going on" to the utmost, sticks steadily to his task and finally attains the goal before the hare arouses himself. We see this attainment through continuous effort manifested

constantly in every walk of life, and in every place.

It is not the brilliant, dashing fellow who picks the golden fruit from the trees of the garden of life, as a rule. Instead, it is the steady, continuous, persevering fellow who works steadily through the day and is always a little further ahead each day. It is this steady accomplishment which counts for more in the end than the series of spectacular dashes made by the speedy one. In the Marathon of Life it is the "stayer" who wins the prize—not the "sprinter." All successful business men, whose work it is to correctly gauge the capacities of their helpers and opponents, know that the man of the meteoric rise is very likely to have the meteoric fall. They also know that the man to be respected and

counted upon, whether as assistant or rival, is he who moves along steadily, without fuss or flurry, and who *is always a little bit ahead at the end of each day*. Such a man possesses the elemental quality of the resistless whirl of the planets—the motion of the tides—the movement of the glacier—nature's elemental quality.

Progress consists not in spectacular performances, nor dashes which excite the plaudits of the crowd—this is child's play. True Progress must, of necessity, be measured by distance traveled—points of the journey attained. It makes no difference whether the performance of the steady goer lacks brilliancy or showy attractiveness—the true test is: *How much ground has he covered?* Progress means covering ground—moving ahead—advancement.

Some years ago the writer noticed a little story in a magazine in which was told the experience of a man who had grown thoroughly discouraged by repeated defeats, and who had reached the point in which he said to himself, "What's the use?" and who had about relinquished all effort. Walking along the streets of a great city, idly and with head bent forward—the picture of defeat—he saw a bit of crumpled newspaper at his feet. Idly and purposelessly, he reached forward and picked up the bit of paper. Glancing over it, he saw these words printed upon it: "*If you are tempted to turn back, go on, sir, go on!*" The message came to him as if from some higher source. His manhood came back to him with a flash. Up went his head, and the gleam came into his eyes once more. He said to himself: "I shall go on—I will not turn back!" and from that moment's inspiration arose a life of splendid achievement and unusual success. The little newspaper slip had given him the very advice he most needed—the advice that we all most need—the admonition to "Go on, sir! Go on!"

There come times in the life of each and every one of us when we feel dis-

couraged because life and its work seem so slow—such a plodding, crawling process. We long for the dashes and sprints of the spectacular runners of the race, and we feel that we cannot amount to much because we do not display these qualities. Then is the time to realize that Progress is measured by ultimate performance—by steady net gains—rather than by brilliant exhibitions, followed by periods of non-accomplishment. Then is the time for us to press our lips close together—to bite a little hard with determination—and to say to ourself: "Go on, sir! Go on!" It is the dogged, determined, staying power of the will that is needed—not the emotional, temperamental dash and showy performance of the meteoric personality which flashes bright for a brief season and then dies away in utter darkness.

Take a lesson from Nature. Watch the resistless force of her movements by which she accomplishes her greatest effects. You will see there always in evidence the steady, continuous, persistent "go on." In the cycling of the planets—in the dash of the waves—in the flowing of the river—you will find this lesson of life. There is to be seen a constant manifestation of "go on," and purposeful continuous effort. Let your movement be that of the irresistible glacier—always moving ahead, gaining an inch here and an inch there—and *holding on to that inch*. But even if you do lose ground occasionally, do not let even that discourage you. Suppose you do slip back two inches after having gained three—you are still an inch ahead. And to-morrow you will advance another or perhaps several more. The main thing is to cultivate the "go on" tendency within your character, so that come what will you will continue to move on, and press forward from very force of habit. There can be no such thing as ultimate failure for such a man. He will develop into one of those individuals of whom people say, "You can't keep him back—he will always move on."

Stop contending with things and things will stop contending with you.

How Thirty-four Railroad Presidents First Won Their Spurs.

By EVERETT ELMORE.

THE recent retirement of William H. Newman from the presidency of the New York Central lines and the subsequent election of William C. Brown, the senior vice-president, as his successor, has served to draw attention to the railroad business anew as one of the most fertile fields of labor for the young man of to-day. The chief reason for this is that the quality most persistently sought and demanded in the railroad business to-day is ability—genuine ability, nothing else. Pull and politics in appointments and promotions has almost been obliterated and the great railroad systems might almost as well be based on civil service, so fair is the rule of promotion they employ. It is indeed doubtful if, in any other pursuit, there is such an absolute demand for efficiency and integrity as there is in the railroad business of to-day. And yet it is not a safe business for the machine-like man. New problems must be confronted each day; new issues decided. It is distinctly a profession for the active, energetic man—the man who can meet big questions squarely and share responsibility as well as assume it. It is a business above all else for the man with common sense and the college graduate stands little show of rising any higher than the farmer's boy—provided all things else are equal. It is a profession in which merit rules entirely and upon which all else is based. With its scores of branches—almost separate businesses in themselves—it offers employment to men of all tastes. And yet neither branch is held more cheaply than the other. All of the minor roads—the various departments—lead toward the one royal road to success, and the brakeman of to-day has the same chance

for success as the clerk in the auditing department.

The railroad business is indeed remarkable for this reason, if for no other—for the reason that every employe on the railroad payroll to-day has an equal chance for promotion and success. Mr. Newman, the recently retired president of the New York Central lines, began his career forty years ago as a brakeman on the Texas & Pacific Railroad. The career of W. C. Brown also has been one of climbing from a humble post to a high one. Born in Herkimer County, N. Y., in 1853, his first round on the railroad ladder was that of a section hand on the Chicago, Milwaukee & St. Paul Railway. But Mr. Brown was not content with the salary of a section hand, and so while holding down this first position with his unchallenged ability, he was likewise preparing himself for other and better work. He studied telegraph operating in his odd moments and before he had reached seventeen he obtained a place at the key. It was the wisest move in his career, he says now. From that time on to the present Mr. Brown rose rapidly, displaying at all times that energy and courage that have become so characteristic a feature of his life. He is now fifty-five years old, while Mr. Newman, his predecessor, is now in his sixty-second year. On the chances for success in the railroad business and the opportunity that awaits the energetic young man, Mr. Brown has had this to say: "Let it be understood that in the United States it is the working-man who, having begun at the bottom, ends in the important posts at the top of our railroads and our great industrial enterprises. The day of favoritism and

of family prestige has departed. I believe that plain sticking-to-it is a good rule for every workingman who is earnest in his ambition."

On the same subject Mr. Newman agrees thoroughly with Mr. Brown—his definition of railroad success having once been given by him as follows: "The chances of a brakeman rising to the position of president of a railroad are as good to-day as they ever were. It is simply a question of hard work, perseverance



W. C. BROWN,
President New York Central Lines.

and attention to duty." Mr. Newman added, however: "Unless a man has pluck, unless he has fiery energy, unless he has the strength of a Hercules, I say when he talks to me about railroading as a vocation: 'Don't'."

In looking over the men at the top of the railroad profession, it is indeed surprising to see how truthfully the views of Mr. Newman and Mr. Brown are illus-

trated in the lives of a great percentage of them. Remarkably few of them started with financial or social influence. Of the presidents of thirty-four of the leading railroad systems of the country, twenty-eight started at the bottom of the ladder financially, and without influence or prestige, and worked their way up the several rungs to the top position. It can be seen from this that the mark of merit is the chief asset in railroad climbing. It must be said, however, that—if records may be counted—the man who starts at the telegraph key or as a brakeman has a better chance in the fight to leadership than those in any other branch of the business. The careers of the men holding places immediately below that of president further bear out the evidence regarding the possibility of starting at the bottom—comparatively few of the thirty-four whose records were gone into having had the alleged benefit of college training. It is found, on the other hand, that the railroad presidents of to-day have begun their upward climb under the most varying conditions possible, and that they have been recruited from nearly every branch and department of railroad work.

George F. Baer, of the Philadelphia & Reading, began his business career in the greatest obscurity—his first position, at the age of thirteen, being that of printer's devil in the office of a country newspaper in Pennsylvania. But Baer was ambitious and was determined to study law, and so by typesetting in the daytime he made the money with which he studied law at nights, and eventually qualified himself as a lawyer. In 1870 he became resident counsel of the railroad of which he is now president. Edwin Hawley, of the Iowa Central and other railroads, who recently gained control of the Chesapeake & Ohio and whose roads are now proudly spoken of as the "Hawley group," was a farmer's boy near Chat-ham. At the age of seventeen, however, the call of the city entered his ears and—full of courage and determination—he went to New York. He had his mind fully set to the task of making himself great, and he felt sure a fortune was in store for him. And so he was content to start in humbly at first—with his am-

bition and ability as his stock in trade. To this end he accepted a position as errand boy in the Erie Railroad's offices at \$4 a week. He made a good errand boy and has been making good in "other things" ever since. To-day he stands close to Harriman as a leader in the railroad world.

B. F. Yoakum, chairman of the board of the Rock Island system, secured his first experience as a driver in a construction gang on a Texas railroad. He did so well in this capacity that he was recommended for appointment as a brakeman, and has been promoted right along the line ever since.

W. A. Garrett, executive head of the Seaboard Air Line, began his career in the ticket office of the Ohio & Mississippi Railroad. But all the time that Mr. Garrett was so occupied he was busying himself in the study of other branches of his vocation, with the result that he became so thoroughly proficient in railroad work that his ability was soon recognized from the home office and he was pushed rapidly along.

Charles Melville Hays, president of the Central Vermont and active head of the Grand Trunk of Canada as its general manager and formerly president of the Southern Pacific, started as a clerk at \$40 a month in the passenger department of the old Atlantic & Pacific Railroad. Samuel M. Felton, formerly president of the Chicago & Alton and now president of the Mexican Central, began his service at the age of fifteen as a rodman.

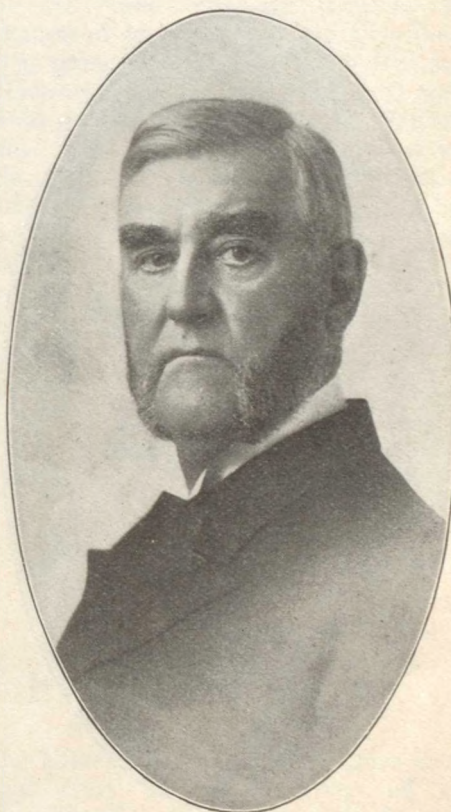
Alpheus B. Stickney, president of the Chicago Great Western, was born in Maine in 1862 and joined the stream of western migrants when a young man. Together with the others, Mr. Stickney went West in search of a fortune, but, unlike a majority of them, he saw almost at once the great opportunity that lay before the railroad builder. And so—sure of his own discernment—he organized in 1883 and began the construction of the great road of which he is now the head.

William W. Finley, of the Southern, who is himself a Southerner, having been born at Pass Christian in 1853, gained his first knowledge of railroading as a

stenographer—working laboriously all the time, however, in the study of the business in which he had embarked.

Eben B. Thomas, formerly president of the Erie and now president of the Lehigh Valley, began his career at the early age of fifteen in the employ of the American Telegraph Company.

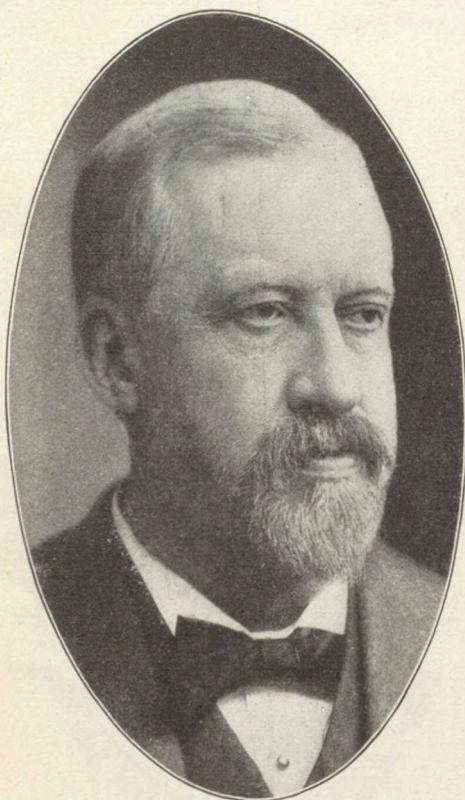
James J. Hill, the "Empire builder," whose monument is the Great Northern



MARVIN HUGHITT,
President Northwestern.

and who perhaps is the greatest master in railroad history, was born on a farm near Guelph, Ont., in 1838. At the age of fifteen it became necessary for him to do something for his own support. Three years later, in 1856, Mr. Hill had convinced himself that the wealth of the day lay in the far West, and so he went on a tour of inspection to the then undeveloped Northwest. At St. Paul he found a town of 5,000 inhabitants. Mr. Hill knew that the conditions of the territory warranted greater development than this.

And so he settled in St. Paul. At the outset he hired himself out in various capacities in steamship offices which at that time held a monopoly on transportation in the middle Northwest. Ten years later he opened a fuel and transportation business of his own, bringing to St. Paul the first coal that had ever been used there. His first big step was the organization of the Red River Transportation Company



ALPHEUS B. STICKNEY,
President Chicago Great Western.

in 1870. So successful was this venture that Mr. Hill organized other and larger transportation companies, gradually becoming recognized as the genius transportation man of the West. The organization of railroads by him followed and, in 1873—the purchase of the defunct St. Paul & Pacific Railroad gave him the nucleus of the great system of which he is now the head.

J. T. Harahan, the successor of Stuyvesant Fish as the executive of the Illinois Central, began his railroad career

in 1864 at Alexandria, Va., where he was a switchman.

E. H. Harriman, the great railroad king of the present day, was the son of a poor clergyman and began his railroad business in a way unlike most of the railroad heads. At the age of fourteen he began his business career in a stockbroker's office in Wall street, New York, where he became so influential financially that the mere buying of a railroad now and then proved—later in his life—a side issue; a simple little game of bagatelle. Mr. Harriman's life is, however, an eloquent example of the spirit of industry and energy which has placed so many men at the front—he being a tireless and conscientious worker and a man whose thoroughness in whatever he undertook was bound to win out for him.

Frederick D. Underwood, of the Erie, also had a clergyman for a father. His first experience in railroading came at the age of sixteen, when he hired out and made "good" in the humble capacity of yard switchman.

William H. Truesdale, of the Lackawanna, at the age of eighteen began his brilliant career as clerk in the auditor's office of the Rockford, Rock Island & St. Louis Railroad.

Alfred J. Earling, of the Chicago, Milwaukee & St. Paul, began his climb up the railroad ladder as a telegraph operator, at the age of eighteen. George B. Harris, of the Chicago, Burlington & Quincy, at the same age became an office boy in the office of the treasurer of the Hannibal & St. Joseph Railroad. L. F. Loree, of the Delaware & Hudson, began his career as an assistant and as a transit man in engineering parties. Marvin Hughitt, of the Northwestern, began as a telegrapher. James McCrea, of the Pennsylvania, at the age of eighteen years began as a rodman on a branch line of the system of which he is now president.

Oscar G. Murray, of the Baltimore & Ohio, entered the railroad service in 1872 as a ticket agent on the Galveston, Houston & Henderson Railroad. Sir William C. Van Horne, president of the Canadian Pacific, had an even more obscure beginning. He was born on a farm in Will County, Illinois, and became a telegra-

pher on the Illinois Central at the age of fourteen. Edward T. Jeffery, of the Denver & Rio Grande, at the age of thirteen started his railroad career in a humble errand boy capacity on the Illinois Central Railroad. From this position he passed through the various grades of the operating department. Charles S. Melten, of the New York, New Haven & Hartford, at the age of eighteen years was a clerk in the cashier's office of the Northern New Hampshire Railroad. Howard Elliott, of the Northern Pacific, had his initial railroad training as rodman on the Chicago, Burlington & Quincy Railroad, while E. P. Ripley, of the Santa Fe, began as a clerk in the Boston office of the Pennsylvania Railroad.

It can be seen from the lives of these men that the opportunity for the young man in railroading is almost directly in the path of the energetic, capable man. It is open to all alike, no matter what the initial position may be. Merit alone is the advancing agent and few pursuits offer a more eloquent lesson of the power of success. The silk-stockings and the farmer's boy here, at least, meet on the same plane as do the college graduate

and the grammar school student. There is no aristocracy known in the railroad world. Every man at the outset is recognized as equal and the chance for success is given to all the same. It is the field for the worker, the thinker, and above all else the man with good, sound common sense. Genealogy and tradition mean nothing. Blood counts for nought only in so far as the saying that "blood tells" may hold good. And it is not one of the "dead" pursuits, either. The chances of to-day are fully equal to those that presented themselves when Hill and Harriman, Hughitt and Stickney were first getting their start in our father's day. The field is unlimited and as yet the railroad industry is in its initiative stage. Thousands of miles of track are being laid down at this moment and thousands of men are being added to the pay-rolls of the railway systems of America each month. Men, we are told, are needed in all of the scores of branches and the opportunity is held out the same to all. The early struggles of the thirty-four presidents above enumerated prove, beyond doubt, the truthfulness of this statement.



Claim Your Freedom

THERE are thousands of people to-day who believe they are in chains to the present system of competition; accordingly, they think of themselves as slaves, and through this attitude, perpetuate their own bondage. They are demonstrating the law that "he who is for captivity goes into captivity." But it is just as easy to demonstrate the law that "he who continues to claim his freedom will finally gain his freedom."

THE present social and industrial system can be greatly improved; it is far from ideal; but we are helping neither ourselves nor society by living, thinking and acting as if we were slaves. Society and industry will improve only as

the human race moves to a higher level; and every man that throws off the thought of bondage and gives constant recognition to his inherent mastership, will inspire the entire race to do the same.

WHEN you claim your own freedom, you prepare the way for thousands to follow your example. When you lift yourself up out of mental serfdom into the realization of your own personal supremacy over life, environment and destiny, you lift up, to a degree, every other mind in existence. But so long as you persistently believe that you are in bondage, you are an obstacle to the emancipation of the race.

The Field — The Purpose of The Progress Magazine

Beginning with this issue, THE PROGRESS MAGAZINE enters an entirely new field, a much larger field, by far, than has ever been entered by any magazine before. And as the publishers are fully prepared to do full justice to this greater undertaking, the practical value of the magazine will, accordingly, increase in proportion. May we call your attention, briefly, to a general statement of what THE PROGRESS MAGAZINE, henceforth, proposes to do?

Progress in Everything.

THE PROGRESS MAGAZINE has entered the entire field of progress, and will keep you in constant touch with everything that is moving forward in the world to-day. Special articles will be published every month on what is taking place "up in front" in every field of life, thought and action. The cause of progress, the practical process of progress, and the effect of progress, wherever progress can be found, will be presented in the most interesting as well as in the most serviceable manner possible. The talents of experts in the laws of progress have been engaged, and their conclusions on how to further promote "progress in everything" will be given regularly to the rapidly growing family of "progress" readers.

Coming Soon.

The following "fields of progress" are now being thoroughly explored, and the results, together with practical information of extreme value to all who wish to move forward, will be published in THE PROGRESS MAGAZINE. Progress, in the fields of science, physical, mental and general; in the fields of art, music and literature; in education and general culture. Progress in the field of reform and in reform movements; in dealing with crime, poverty and the weaknesses of human nature. Progress in medical science, physical, hygienic and metaphysical; in sanitary science, health, right living, and kindred subjects. Progress in

the solving of great problems—personal, social, municipal, national and international. Progress in business, industry, commercial affairs, agriculture and invention; in the making of goods and in the selling of goods. Progress in the great cities of the world; in the various nations of the world; in special localities all over the world. Progress among nations and races. Progress in the leading world movements. Progress in general civilization and human welfare.

Personal Achievement.

To promote the science and art of personal attainment and achievement will be one of the leading aims of THE PROGRESS MAGAZINE. Special articles will appear every month on how each individual can make the most of himself, develop his talents and powers, and realize progress, advancement and continuous success in his own chosen vocation. The purpose of these articles will be to present the best practical information obtainable on how men and women with ambition may push to the front, and how all aspiring minds may reach the greater goal they have in view.

Opportunities All Over the World.

THE PROGRESS MAGAZINE has undertaken to inform all its readers what to do and where to go to make the best possible use of the powers and talents they may possess. In other words, to inform its readers where to find the richest and the most

The Work and the Future of The Progress Magazine

attractive opportunities that exist in every part of the world, as well as in every field of attainment and achievement. No magazine could render a greater and a more helpful service than this; and it is a service that THE PROGRESS MAGAZINE is prepared to render with the greatest thoroughness and the highest efficiency.

Fields of Opportunity.

Illustrated articles on the many "fields of opportunity" will appear every month; and we mention herewith a few of the "fields" that will be considered at once: Opportunities in the Great Northwest—agricultural, mining, commercial and industrial. Opportunities of a similar nature in north-western Canada; in Alaska; in Mexico; in the South; in South America; in the West Indies; in the islands of the Pacific; in Australia; and in scores of special localities in various parts of the world. Opportunities in the general industrial world and in the many branches of the business world; in the world of science, invention, literature. Opportunities on the stage, and in every branch of professional life. Opportunities in every vocation in existence; how to take advantage of these opportunities, and what will be required of those who wish to "make good." Opportunities for ambitious men and women in the leading cities in the world; in special localities and in new fields. In brief, every real opportunity in the world will be mentioned and described in THE PROGRESS MAGAZINE; and, in addition, full and practical information will be presented on how to proceed in taking advantage of these opportunities.

Great World Movements.

We are making preparations for the publishing of a number of illustrated articles on

the origin, the progress, the influence and the present activities of the greatest movements, for human advancement, in the world to-day. The first of these will appear in an early issue, and you will agree with us that no series has been published for many a day that contained so much of human interest, real encouragement and living inspiration.

Special Features.

THE PROGRESS MAGAZINE will each month present a most interesting array of material dealing with everything that is of vital interest to the progress, the welfare and the enrichment of human life. If there is anything that you should know concerning the advancement and betterment of yourself, your family or your race, you will find it in THE PROGRESS MAGAZINE.

Highly Important.

We shall begin very soon an extended series of short, inspiring articles on "How great men and women of every age grasped the opportunities that became the turning points in their career." These facts concerning the great minds of the past will be presented by the best writers in this field, while leading men and women of to-day will present these facts from their own lives, in articles specially prepared by themselves, for THE PROGRESS MAGAZINE.

The New Fiction.

The first installment of one of the most remarkable novels ever written, "Twisted and Turned," by S. J. Mitchell, will appear in the July number of THE PROGRESS MAGAZINE. See "Special Announcement" on another page in this issue.

A World-Wide Movement

For the Elimination of Adverse Suggestion from the
Public Press, Public Amusements, and from Every
Other Factor that Affects, Directly or
Indirectly, the Public Mind.

*Conducted for "The Progress Magazine" by Leading Authorities in the
New Psychology.*

UNDER the title, "A World-Wide Movement," the following editorial statement was made, last month, in this magazine:

"We are all aware of the fact that suggestion exercises a tremendous power in the world. We do not speak a single word or make a single movement without giving suggestions of some kind to some one; and the majority are so constantly influenced by suggestions that what they do is seldom the result of their own thought, but the direct or indirect results of what is being suggested to them by persons, things, conditions or environments. This being true, and we all know it is too true, every effort should be made to eliminate those suggestions that are detrimental in any form or manner."

The public at large is inclined to regard the subject of Suggestion as something concerned with abnormal psychological states, and having little or nothing to do with the everyday life of people in general. It has heard the term mentioned in reference to psychological experiments, more or less misunderstood, and it is very apt to dismiss all thought regarding it with a shrug of the shoulders and a remark that, "Oh, life's too short to investigate all these 'isms'," or something along the same lines. It does not imagine that Suggestion is no "ism," but, on the contrary, is the term applied to a psychological fact very much in evidence in everyday life, and which exerts an effect upon

the majority of persons who are brought under its influence. So common are the effects of Suggestion that authorities on the subject have gone so far as to claim that "one's whole education is created by Suggestion." So common are the baneful results of adverse Suggestions that it is not too much to say, as has the editor of The Progress Magazine, that, "Accidents, misfortunes and failures are due, in a vast number of instances, to public fear produced by Adverse Suggestions, coming either through the public press or through public utterances of some kind. The same is true, to a large extent, of epidemics, panics and any number of individual cases of sickness, misfortune, or the like."

It is the purpose of this magazine to awaken the public conscience regarding this matter, by calling the attention of the people to the actual effects of Adverse Suggestion as spread by the public press and similar mediums of publicity. Ignorance in this respect is almost criminal, considering the importance of the subject and the widespread evil results of the practices complained of. One needs but to realize and understand the nature of the case to see the actual effects and possible consequences on all sides and in every day's experience. As the poet says about vice, these effects "to be hated need but to be seen." There is no question or doubt about the existence of these baneful effects—they are recognized and admitted by all thoughtful people—but only those who

have had their attention directed to the subject realize and understand the real *cause* of the trouble. If these causes were fully understood the magazines would be filled with articles condemning the evil practices, showing the results, and demanding a change—the pulpits would resound with denunciations and demands for reform. That these efforts are not being made now is due simply to the fact that the general authorities *do not know* the real cause of the trouble. This movement on the part of this magazine is intended as the opening gun of a mighty campaign, the effects of which shall be felt in every part of this great land—a campaign designed to make the public and the authorities “take notice” and *know* the source of the trouble, and the terrible effects flowing therefrom. When this is once *known*, the public will find itself compelled, in self-defense, to restrain the influences which are causing such disastrous results in every city of the land; in every town; in every county.

To understand the effect of Adverse Suggestion, it is necessary that one should understand something about the nature of Suggestion—the truth about Suggestion. Much has been written on this subject, but unfortunately the majority of the books on Suggestion have been too technical for the comprehension of the average man or woman. This is regrettable, for the fundamental principle of Suggestion is quite simple, and capable of being understood even by a child, for it is a matter of the experience of every living person. Let us see just what Suggestion is in its most common and general phases.

In the sense mentioned a “Suggestion” is an *impression* indirectly insinuated into the mind of a person, and which tends to act upon his *imagination* along the lines of imitation or mental habit. This definition is non-technical, and is most general in its application. Every one understands how a mental *impression* is made—how certain scenes, or sights, or ideas persist in the memory and influence the imagination. Everyone remembers how certain events in life—certain things seen and heard—have exerted an effect in his after life. But he does not realize *just how* it so occurred, nor how general and common are

such effects. He does not realize that the *imagination* is more than a fanciful, unreal, mental faculty, and is in reality the pattern-shop in which are formed the patterns from which one's life actions are shaped. Nor does he realize the effect of mental *imitation* and mental habit.

A fundamental axiom of Suggestion is that “Thoughts take form in Action,” or, as some authorities have expressed it “Our Mental Images tend to Materialize.” Others have said that “Our Ideals tend to become Real.” We realize this in the education of our children in the direction of creating high ideals in their minds; in filling their minds with bright and worthy mental pictures; in bidding them take example from those whose lives have been high and noble. A well-known authority informs us: “A man's conduct naturally shapes itself according to the ideas in his mind, and nothing contributes more to success in life than having a high ideal and keeping it continually in view.” Another says: “The continued concentration of attention upon a certain idea gives it a dominant power, not only over the mind but over the body.” As Lord Lytton said: “Dream, O youth, dream manfully and nobly, and thy dreams shall be prophets.” All of the authorities inform us that high mental pictures tend to produce mental and physical action in accordance therewith. And, likewise, the reverse is true—mental pictures of an undesirable nature will tend to materialize—low ideals will tend to manifest reality—evil thoughts tend toward evil actions.

There is a great storehouse of these mental pictures in what science has called the “subconscious mind,” but which may be thought of just as well as “the recesses of the memory,” or “the depths of the imagination.” In that great storehouse are recorded millions of mental pictures and impressions, which tend to emerge into conscious recollection under appropriate environment and association, and which act in the direction of creating mental paths over which the mind travels toward action. We need scarcely remind you that it is much easier to do a thing that has been previously gone over in the mind. If you have gone over a thing in your mind, it is much easier to actually perform

it in action. Mental rehearsals make perfect acting—and this is true of both good and bad actions. To have witnessed a crime; or to have seen it acted on a stage; or to have seen a moving picture of it; or to have read a vivid newspaper account of it—all these things have created a mental path over which it is easier for the will to travel than is an unbroken path. Familiarity with the action of a thing tends to create a mental path in the direction of that thing. The person who dallies mentally with the picture of an act finds it much easier to perform the act in question. Familiarity not only breeds contempt, but it also builds mental paths, unless restrained by the will. True in the light of modern psychology are the old lines:

"Vice is a monster of so frightful mien,
That, to be hated, needs but to be seen.
But, seen too oft, familiar with her face,
We first endure, then pity, then embrace."

And, now for the effect of imitation. Imitation is most common in its manifestations. It is particularly active in children, young people and those whose mentality manifests principally along emotional lines. We imitate those with whom we are brought into contact. We model ourselves according to the appearance, actions and dress of those around us. We watch a tight-rope walker, and our bodies manifest a tendency to sway back and forth in imitation. The phenomena of Imitation are too common to require extended explanation. Enough for our purpose to call your attention to it, and to say that the authorities hold that "*One tends to imitate that upon which his attention is fixed, and which attracts his interest.*"

And here, then, we have the working principle of Suggestion in a nutshell, wholly devoid of technical terms and theories. The states are as follows:

- (1) Attention.
- (2) Interest.
- (3) Imagination.
- (4) Remembrance.
- (5) Mental Rehearsal.
- (6) Mental Habit.
- (7) Physical Imitation.

Before we act upon a Suggestion, we must have had our Attention attracted

toward the thing impressing the Suggestion upon us. Then the thing must have attracted and held our Interest. Then it must have aroused our Imagination, by reason of its Interest. Then it must have made an impression on our Memory. Then it must have called forth the tendency toward Mental Rehearsal. Then it must have created its Mental Path by reason of the pictures of the Imagination aroused by the Interest, and the consequent Mental Rehearsal. And, last of all, the appropriate circumstances, associations, circumstances and environment being present, the Suggestion takes form in Physical Action—the Mental Picture materializes—the Mental Path is actually traveled over—the Ideal becomes Real. And this, remember, is the history of all Suggested Action, *be it good or bad.*

In action we instinctively follow the line of the least resistance. We travel over the Mental Path which we have traversed before in Imagination. The Mental Habit tends to manifest into Physical Action. It is much easier to do that over which we have thought, and which we have pictured ourselves, or others, as doing. The force of Imitation and Example is a mighty motive power. We tacitly recognize this and acknowledge the psychological law when we endeavor to place our children in the best kind of company; in preventing our daughters from reading improper literature; in keeping our boys from frequenting "tough" resorts. But while so doing, we overlook the manifestations of the same law in other directions, and open the minds of our young people, and of many older people, to the impressions of crime, immorality, disease and other undesirable things through the columns of our newspapers, sensational magazines, and through the medium of the stage and "moving picture" shows.

The newspaper publisher and the theatrical manager will at once indignantly repudiate this charge. "Look at our editorial columns," says the publisher, "and you will see nothing but the best advice and admonitions. We are constantly opposing evil, and directing the mind of the public toward better and higher things." "Witness our plays," says the manager, "and you will see an excellent moral at-

tached to the majority of them. There is a moral lesson to be obtained from nearly every play. Virtue is always triumphant and vice defeated at the end."

This is all very true, but the benefit of the advice and lesson is too often neutralized and counteracted by the subtle suggestions conveyed in the news columns and advertising pages, and in the scenes of the play. Here is the secret of the matter. *Advice, admonition, lessons and teaching are along the lines of the intellect, while the Adverse Suggestions are along the lines of the emotional side of our natures.* The intellect is a cold, steely plane of mind, while the emotional nature is warm, alive, receptive, impressionable, active and impulsive. Moreover, there are but comparatively few people who "live in the intellect," while the majority of persons live in the emotions and act from that plane of mentality. Suggestion finds its opportunity in the great emotional field of mentation. And it is from that field that great crimes and immorality spring. The truth of this matter can be brought out much better by considering concrete examples than by dwelling further upon the general phases and abstract truth of the subject. Let us proceed to a consideration of these concrete examples and actual illustrations. The material is abundant—so abundant that it is difficult to make a choice therefrom.

The readers of the newspapers of the great cities of the country have had frequent opportunity afforded them to notice the rise of great "waves of crime," as they have been called. A single instance of a crime of a particularly sensational nature will shock the public. The newspapers will publish thrilling accounts of the occurrence, dwelling in detail upon the methods employed, the surroundings, the appearance of the victim, and the thousand-and-one little details of the scene and act. The reporters strive to make their descriptions photographic, and naturally emphasize the dramatic features. Very often reproduced photographs will add sensational and dramatic interest, attractive to the morbid minds of impressionable readers. In some cases, the newspapers will have people pose in the position of the criminal and his victim,

making a vivid picture of the whole scene. The acts of the criminal before and after the occurrence are pictured in detail, often with dramatic force. The public mind is filled with the revolting scene, and the minds of impressionable people are practically obsessed with it.

Then the poison begins to work. In a day or so—perhaps the very day of the publication—another crime, almost identical in detail with the first one, is reported. Then another, and still another. In many cases a very epidemic of crime arises which stirs the entire police force into extra activity, and which fills the public mind with horror. The newspapers print long editorials calling for better police protection, and commenting sadly upon the immorality and criminal tendencies in evidence in large cities. The pulpits ring with denunciation of everything and everybody, the whole thing being attributed to non-attendance at church, or from the declining interest in religion. The thought never seems to occur to these people that one week before the same general conditions existed and yet these crimes were not in evidence. The depravity of the people, arising from the claimed causes, surely could not have sprung into existence like a mushroom, over night, and from no cause. Moreover, after a time the epidemic will die out, and the clamor will cease. But the moral condition of the community has not suddenly changed. Anyone who will stop to consider the matter for a moment must come to the conclusion that there is an *active cause* for the phenomenon. And what is that cause? Simply, Adverse Suggestion, pure and simple, manifested through the public press in its realistic accounts of the sensational crime. This fact is well known to all advanced students of the psychology of Suggestion, but the general public is in ignorance of the fact. To the average persons these epidemics of crime are inexplicable and are dismissed with a puzzled frown as "just one of those things."

A few years ago one of our large cities was shocked by a particularly atrocious criminal assault, followed by the murder of a woman. The press published full accounts of the affair, going into the most

minute details, and in many cases accompanying the account by sensational pictures. The papers went over and over the details, picturing it from every possible point of view. Not only did the regular reporters write their dramatic accounts, but prominent people were interviewed and their ideas on the subject were published in full. In every possible way the imagination and emotional nature of the public was aroused and inflamed, and vivid mental pictures impressed upon the minds of thousands of impressionable and suggestible people. The natural result occurred. In a day or two several other crimes of the same nature were reported, the details being almost precisely those of the original case. Then followed in rapid succession numerous cases of assaults upon women. In a week or so there was a perfect panic in the public mind and women were afraid to venture unescorted on the street after dark, or even in daylight in unfrequented places. So common were these crimes, or attempted crimes, so widespread was the epidemic, that extra policemen were sworn in and many citizens in remote districts aided in patrolling the streets. Then, all of a sudden, the epidemic died out. To-day it is remembered only as a horrible nightmare. Can there exist any doubt in the minds of reasonable people that this "epidemic" had an active cause? *Can any one doubt that this cause was but the Adverse Suggestion aroused by the publicity and recountal of the shocking details of the original case?* Can anyone doubt that if these details and sensational accounts had been suppressed there would have been no "epidemic?" This is no isolated or exceptional case. Similar instances have occurred in the history of every large city in the land, with but slightly varying details.

Two years ago, in a large city, a young woman committed suicide by throwing herself from an inside window, on the fifteenth floor, of one of the large office buildings. The press immediately spread itself to the utmost in describing the details of the occurrence. The scene was pictured vividly, and in many cases photographs were reproduced. The occurrence created a great sensation through-

out the city. The day after the occurrence—the very day of the dramatic recital by the press—a similar event occurred in another high office building in the same city. A man went to his death in an almost identical manner. Of course the press went into a recital of the matter, with flaring headlines and pictures, and comments regarding the *coincidence* (?). The city experienced another thrill. The result was that on the third day a third suicide, of the same nature, occurred in a third high building. But a peculiar thing was noticed in the newspaper accounts of the third tragedy—there was but a bare notice of the occurrence, in a few lines. And then the epidemic stopped. We do not know the real facts of the case, but it was common rumor in certain circles that the owners of the high office buildings had brought a moral pressure to bear on the newspapers, and had persuaded them to refrain from "spreading themselves" on the third tragedy, for fear of "setting an example" for others of weak will and despondent temperament. *Does anyone dispute the statement that two of these three deaths were directly attributable to Adverse Suggestion through the press?* Do not the facts speak for themselves? Can anyone claim that these things "just happened?" Let us be honest about the matter, and look things in the face.

It is a time-worn remark in newspaper and police circles that every crime or suicide of a novel character is sure to be followed by two others of the same general nature. "They run in threes," is the way this fact is generally expressed. Every veteran newspaper man knows the truth of this. And every old police official will bear witness to the truth of the aphorism. Why do these things "run in threes?" Is it merely a matter of chance, probability, or coincidence? *We do not find them "running in threes" if by reason of social prominence or political influence the details are suppressed, and a mere mention of the occurrence is made in a few lines on an inside page.* It would be a very safe wager to make to hold that if a totally imaginary occurrence of this kind were reported in full, with the flaring headlines and with

the usual "disgusting details" (as the reporters express it among themselves), the "rule of three" would be in evidence. There is no chance or coincidence about this thing. It is the direct result of Adverse Suggestion along the lines of Imitation—the phenomenon being recognized by all psychologists.

We may go even further in our offering of evidence. In many cases of suicide and crime the person committing the act has been found with newspaper accounts of similar occurrences in his possession—clippings from some newspaper in which the details of the previous occurrence were mentioned in full. It will be noticed that the more sensational the method—the more novel the means—the greater attraction does the precedent exert upon the impressionable, suggestible, imaginative mind. We may express the idea by saying that the more "dramatic" the recital, the greater its suggestive effect. The explanation of this lies in the fact that the dramatic things of life attract and hold the attention and interest. To many minds there is a morbid attraction manifested toward dramatically horrible things—uncommonly gruesome tales and recitals—the fascination of the abnormal.

The same law manifests in the recital of scandals arising from the relations between men and women. Many newspapers revel in the salacious details of some breach of promise suit; divorce case; or "affinity" scandal. The pictures of the parties in the case are often reproduced. Liberal extracts from the love letters are printed. All the parties are interviewed, and their remarks are printed under glaring and suggestive headlines. In this way other people become accustomed to the idea that conduct of this kind is "smart," fashionable, and a mark of "up-to-dateness." We do not mean that they deliberately reason the matter out in this way, but that the general impression is made on the imagination in this direction. For the last couple of years the word "affinity" has been in constant use in the papers, in a certain perverted sense, and has passed into common usage among many people. We hear it bandied about in conversation by

young girls and their young men friends, in street cars and other public places. It is easy to see that the pornographic idea embodied in this use of the term "affinity" has been fastened upon many minds which furnished congenial material for the impression. And "Our Mental Pictures" tend to materialize.

We do not mean that all the newspapers are equal offenders in any of the instances mentioned above. On the contrary, there is as great a difference between newspapers as there is between individuals. But the fashion has been set by some of the worst offenders, and the more conservative and respectable papers have been compelled to travel at least a portion of the way in the same direction. The newspapers of the better class seem to avoid as much as they deem possible the suggestive details complained of, and their headlines are toned down accordingly. But even among the very best there is found a degree of recklessness in this respect that is regrettable.

There is a feature of the matter that is often lost sight of by persons considering the subject. We refer to the fact that the newspapers containing the most sensational accounts of crimes, scandals, etc., are those which reach the class of people who are the most emotional, suggestible, and impressionable. This is not a coincidence, but is a direct effect of a given cause. The most impressionable people read the journals containing the most sensational and highly spiced narratives. The minds of such people crave this highly seasoned mental material, and they buy the papers which cater to their tastes in the greatest degree. The publishers of these papers realize that these people want this kind of reading matter, and they "give 'em what they want." *The very people who respond most readily to the suggestions of criminal and immoral acts are the very people who seek the most sensational sheets.* This may be stated as an invariable rule. It results from a psychological law.

It is well known to those who have investigated the subject that the typical hypnotic *somnambule*, or extremely impressionable hypnotic "subject," seems fascinated by and attracted toward those

who practice hypnotism. And in the same way, and resulting from the same law, these impressionable and suggestible members of society seem fascinated by and attracted toward the public journals which contain articles calculated to fire their imagination and arouse the spirit of imitative response to suggestion within them. Try this experiment some day when you are riding in a street car or elevated train, if you live in a large city; or in any public place in any town, large or small: See if it be not true that the people whom you would select as being the most impressionable and suggestible, along the lines mentioned, are not in almost every instance reading the very journals calculated to arouse the worst in them by Adverse Suggestion. The reason is very simple—they are reading that which attracts them most. The journals which incline to a more conservative and respectable treatment of the items of daily news are discarded by these people as “too dry.” They want something highly seasoned and sensational—and they get what they want.

And so the infection spreads from the worst offenders among the journals to those who are higher in the scale. The public taste has been educated *down* to this feature of modern journalism, and there is a constant rivalry between newspapers in every town to excel each other in this so-called “live” news. Nothing but the education of the public along the lines of modern psychology in its phase of Suggestion will ever bring about a change. When the matter is fully understood the public conscience will become awakened to the danger threatening society, and a halt will be called. The first step toward reform in this direction lies in the education of people to the existence of the danger—and the cause thereof.

It may be objected to that we are advocating a policy of the suppression of news, or the plan of the fabled ostrich, which hides its head and refuses to see what is going on in the world about it. This is not our attitude at all. We realize that a policy of suppressing information of any kind is no remedy for the evil of the thing in question. We do not

believe in hiding one's head and ignoring unpleasant facts. That is not the point in question. Every journalist understands that there are two ways of presenting the same news item, one way being to state the facts of the case concisely, briefly and without “dressing up”; the other way being to spice up the narrative in a sensational way, bringing out the points calculated to excite the imagination and stir the emotions—“making it *interesting*,” is the term for it. But few editors will dare to ignore the public taste by following the first mentioned plan. They claim that their public would soon discard them and seek its news spiced up in a more suggestive manner. The degree of “spicing” varies with the respectability of the journal, but even the best, with but very few exceptions, use the journalistic spice box with a liberal hand. And as is the case with all spicing, the demand is ever for more, and still more. Read over even your favorite journal in the light of what we have said, and render your verdict.

There is another phase of the subject of Adverse Suggestion in the columns of the daily press—this time in the advertising columns, instead of the news columns. We allude to the patent-medicine advertisements. Now, we are not objecting to these because we do not agree with the particular school of therapy represented by the remedies—this is beside the question at issue. We object to the recital of *symptoms of diseases* in a manner which every student of Suggestion will recognize as being along the lines of positive suggestion of the physical orders referred to in the advertisement. The knowledge of the effect of the mental states—particularly the imagination—upon the physical states of the individual, has become too widely known to require an argument from us to prove it. It is admitted and taught by the best authorities and schools of the day. Every student of Suggestive Therapeutics knows it to be a fact that thousands of people have been injured in health and started toward physical decline by taking too seriously the horrible recital of symptoms appearing in the patent medicine advertisements of many

of our journals. It is true that many of the best journals now refuse patent medicine advertisements of a certain character—but that is merely one step in the right direction. The Adverse Suggestions contained in an advertisement of some "Heart Cure" or "Liver Regulator" may work far more damage than those contained in the advertisement of some less "respectable" a disorder. It is not a question of morals in this case—it is a question of health.

This is but the first article along these lines which we shall print during the next few months. It is merely the skirmish line of the main army which is engaging in the campaign against Adverse Suggestions through public mediums and channels of information. There are many features which have not even been hinted at here. We shall follow up this advance line with the presentation of actual examples of the things complained of herein, clipped from the columns of the daily press. We feel sure that when these are placed before you in concrete form, you will begin to realize the reality of the things complained of, and the necessity for active steps being taken to remedy the evil. One has but to pick up almost any daily paper, and many of the weeklies and monthlies, to catch them in the act of pouring out this stream of Adverse Suggestion into the minds of the people—not only young people, but those old enough to know better.

We ask the co-operation of our readers in this great work which we are now undertaking. We want not only your

interest and sympathy, but your active co-operation and assistance. We will call on you later to take a part in arousing public interest in the question in your own communities, both in the direction of speaking to your friends and acquaintances and thus arousing public sentiment, and also in the direction of writing to your local newspapers, directing their attention to the movement in favor of restricting and suppressing Adverse Suggestions. For the present, we shall ask nothing more than that you take the time and trouble to clip from your local papers the most glaring instances of this offense of giving these Adverse Suggestions. We ask that you send these to The Progress Magazine, writing on the back of each the name of the journal from which it was clipped, and the date thereof.

Let us get together, friends, in this great Twentieth Century work. What would we think of allowing people to place poisonous material in our water reservoirs or our wheat supply? What would we think if some one were detected attempting to poison the air that our loved ones breathe? And yet these subtle poisons instilled into the minds of the public, including our own families, perhaps, are just as injurious and just as sure in their effects as the poisons just mentioned. Mental poisons are far more effective than physical poisons, for the reason that their presence is, as a rule, not suspected, and their modes of operation not recognized. We ask all public-minded persons and lovers of the race to join us in this great movement.



He who complains much will have much to complain about.

Before you condemn any man for his misdeeds, ask yourself what you would do if you had that man's brain.

Men and Women Who Are Making Good

Mrs. Matthew T. Scott

IN America during the month just passed there stood out one woman from among the rest. Like Mrs. Catt—whose sketch is given in this series—this woman hailed from the West. But unlike Mrs. Catt, she resides in the West still. This woman is Mrs. Matthew T. Scott—the recently elected president-general of the Daughters of the American Revolution. Mrs. Scott had been prominent in the society for many years and has been well known in women's circles throughout the United States. Several years ago she first became prominent in the Illinois chapter and held many offices in this branch of the National organization. But Mrs. Scott was commendably ambitious and she desired higher honors. So she started out—in true Napoleonic fashion—to get them. Her rises were rapid and finally, a few years ago, she was made vice-president-general from Illinois. In this capacity she served on the National Board with high honors. She was largely responsible for the conception of the idea for a National D. A. R. hall. At first

she had slight support in this movement, but her own conviction was so strong in favor of it that she determined to see it

through. To this end she interested finally some of the more influential officers of the D. A. R.—her own enthusiasm and logical arguments in its behalf ultimately carrying all before them. The magnificent Continental Hall recently opened in Washington is largely a monument to her energy and strength of purpose. And it is a peculiarly fitting coincidence that Mrs. Scott should have been elected to the presidency of the D. A. R. in this hall. For many years she has been aggressively carrying on a campaign for president against the reports that she was physi-



MRS. MATTHEW T. SCOTT.

The recently elected president-general of the Daughters of the American Revolution.

cally incapacitated for the duties of the office. In this she was supported this year by the outgoing officers of the society and by the Illinois members, Mrs. Scott's home being in Bloomington, Ill. In the recent election Mrs. Scott's rival was Mrs. William Cummings Story of New York, whom she defeated by the close vote of 436 to 428.

Mrs. Scott comes from distinguished revolutionary stock on both her mother's and father's side. She is the widow of a coal mine owner of Illinois and mother of Mrs. Bromwell, wife of Colonel Charles S. Bromwell, for the last four years in charge of the government buildings at Washington. Mrs. Scott's personality is a particularly pleasing one, and she has been noted for her energy first, her conscientiousness of purpose secondly and for

her absolute integrity and honesty. She has never heard the word "fail," according to her friends, and if she had it would have meant nothing to her. Mrs. Scott is remarkable on the other hand for her fearlessness and the strength of her own convictions, which are usually so firm and well based that they are irresistible. It is this trait chiefly, say her friends, that has placed her this year at the head of the greatest woman's organization in the land.

J. Ogden Armour

IT is something to be a self-made man. But it is something also to be forced to take up—unexpectedly—the reins of

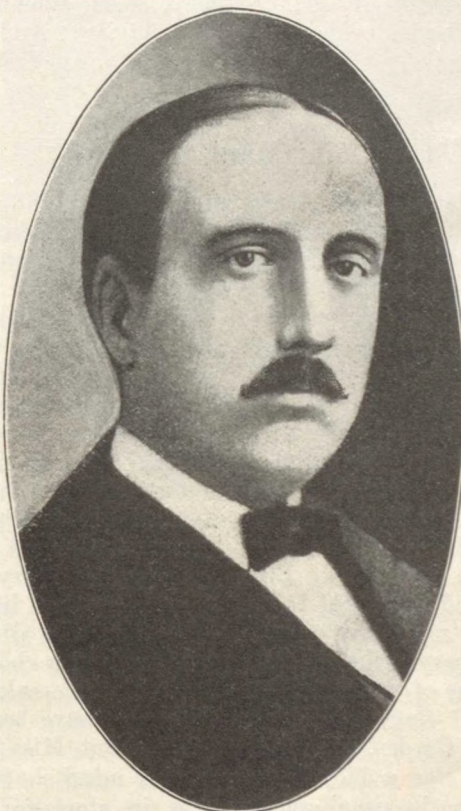
one of the greatest industries of the world, and to "make good." It is still more when, after years of ease and plenty, a man is so constituted that he can set himself to a working-man's pace and not lag behind. And yet such has been the achievement of J. Ogden Armour, the present head of the greatest packing firm in the world. Just at this time Mr. Armour has come into prominence through the fact that he is expected to donate \$1,000,000 for the purpose of endowing a permanent season of grand opera for Chicago. But, whether he does so or not, his personality is none the less interesting. Mr. Armour's life—if studied—has been one of remarkable

aspect. Born in Milwaukee, forty-five years ago, his early education was gained in the public schools of that city. At this time his father—Philip D. Armour—was

struggling along modestly in the business of selling hogs. But as J. Ogden grew to manhood, his father was also branching

out his business into the greatest packing industry the world had ever known. The wonderful and immediate rise of the Armours would have turned the ordinary youth's head, but young J. Ogden was too well balanced to allow either social or business prominence to distort his ideals. After graduating from the Milwaukee schools Mr. Armour went to Yale, where he graduated in the class of '89. Following this, his father sent him on an extended European trip, during which young Mr. Armour applied himself closely. The day after his return to Chicago—the family having located there—Mr. Armour, Sr., invited his son to accompany him to the

"yards." Then and there he was given the position of office boy. But he soon rose from this position to a clerkship at a salary of \$10 a week. Under so ex-



J. OGDEN ARMOUR,
The present head of the greatest packing
firm in the world.

acting a taskmaster as his father it was a long and weary struggle before the young man reached a place near the head of the firm. But he worked steadily and paid close attention to all of the details of the business. At this time it was well known, however, that Philip D. Armour, Jr.—the elder son—was slated by the father, for the ultimate control of the vast business. J. Ogden was generally supposed to be young and shiftless—a man with great social ambitions and little business ability. How well this conception of him was borne out in truth was shown in 1901, when, after the death of his brother and the ensuing death of his father, Philip D. Armour, J. Ogden was made head of the business. He at once—quite to the surprise of the public—assumed entire responsibility in a thoroughly efficient way and gave evidence of

a remarkable business faculty and a judgment in affairs far in excess of his years. He is invariably the first man down to his office in the mornings, and works steadily until six o'clock—a short interval for luncheon alone excepted. Mr. Armour is simple in his dress and manners, and it is his proudest statement that to him direct come all of his employees. He has never turned a deaf ear to an appeal from one of his men, and his justice and generosity in dealing with them is well known. His grasp on the intimate details of his huge business is said to be remarkable—not a single fact in the running of the industry being unknown by him. At the present day he is recognized as one of the leading business men of America, and many financiers have been known to seek his judgment and advice. And this at 49.

Miss Mary Garden

THAT the road to fame is not always along an easy path was never better exemplified than in the career of Miss Mary Garden, the now famous opera singer of the Oscar Hammerstein Company, whose early life formed a conspicuous subject in the press of the month past. The reason for its discussion at present was found in an unfortunate controversy that arose between Miss Garden and her Chicago patroness—Mrs. David Mayer—in which it was alleged that Miss Garden had “snubbed” Mrs. Mayer while sitting in an adjoining box in New York. But, unfortunate as this incident proved to be, and distressing as the newspaper stories about it were, it is nevertheless a fact that Miss Garden is one of the real heroines of the opera and stage of to-day. Eleven years ago Miss Garden resided in Chicago. Her father was a bicycle repairer and maker with the usual uncertain income attached to this vocation. Miss Garden was, at this time, but a “wee slip of a schoolgirl,” according to Mrs. Mayer’s description. But that she had unusual vocal talent there was no question. At nights—in the back of her father’s humble shop—she used to sing, much

for her own entertainment. She had no piano and no accompaniment. But to her, singing represented the highest thing in life. She loved to sing. Her father, a music lover himself, was sure that his daughter’s voice was of unusual quality, and he used to encourage her in her ambition. But encouragement—on a wheel-maker’s salary—proved a thing not wholly compatible with musical fame, and so the father found himself unable to do much toward his daughter’s musical education. Then, too, there were two other daughters besides Mary for the father to support. But a little later Miss Garden, with her first display of courage, asked and secured a choir position in a Chicago church. The salary was, however, small. It would have been discouraging to most girls. But Miss Garden was undaunted. In her mind she saw the great future that was in store for her. She dreamed of Paris, and she saw herself in that far-away city, a much-sought artist. Uncharitable friends laughed at her and tried to rid her of this dream, but Miss Garden held on with great tenacity of purpose. The “I Will” spirit of her native city seemed inbred in her, and her

pluck she never lost. Constantly she studied, and studied hard—utilizing every cent of her salary to this end. Always she was the optimist. Then one day luck turned, as luck invariably will. Mrs. David Mayer, the wife of the junior member of Chicago's dry goods store of Schlesinger & Mayer, heard her, and was at once attracted and impressed by her. She went to Miss Garden and talked with her, and something in the girl's personality and her unbounded confidence and enthusiasm pleased her. She interested her husband in the cause of the girl's education, and between them they determined to send her to Paris. To this end they set apart \$20,000 as a fund to be used by Miss Garden in an education in Paris. She went abroad and sought out the best teachers in Paris. Then, for a time, her friends lost sight of her. Miss Garden was working—that was the reason.

Then one day, in 1901, there flashed across the cables from Paris the dispatch that made Miss Garden at once the most talked of singer in the world. It told how, on the night previous, Miss Garden had been unexpectedly called upon and had made all Paris bow at her shrine. This is the way it all happened. Miss Garden had been staying in Paris with Miss Sibyl Sanderson, the famous American singer, when one night there came to call upon them Albert Carre, the director of the Opera Comique. Mr. Carre had never before met Miss Garden, and on being introduced to her he looked at her long and intently. Then, turning to

Miss Sanderson, he said: "She would make a perfect Louise. She has the style, the figure and the sympathy." This appreciation pleased Miss Garden, and, although "Louise" was then under rehearsal with Mlle. Riotton in the leading role, she began the very next day to study the score. She became enthralled by the part. Then one evening—some weeks later—there came an impatient ring at her door. Mr. Carre was ushered in.

"Mademoiselle," he exclaimed, "Mlle. Riotton has been taken violently ill during rehearsal; we have sent her home; the second act is just finished. All is lost unless you help us. Will you come?" Would she come? Hastily catching up a hat and cloak, Miss Garden followed him. They found the Opera Comique in terrible confusion. In a moment, however, Mr. Carre had restored order, and the third act was begun. At the end of Miss Garden's first act, Chevalier, beyond himself with excitement, sprang to his feet. "Why did

you not give me this girl from the first?" he cried. And thus it was that in one night Miss Garden found herself making her debut at the Opera Comique. She had no contract and had never before faced an orchestra or an audience. As the opera advanced the house became more and more enthusiastic. It ended in an ovation that was heard 'round the world. The day before, unknown, Miss Garden had been about to sign a contract with the Theater Lyrique de la Renaissance. The day after, at an unheard-of figure, she was offered a contract with the Opera Com-



MISS MARY GARDEN,
The famous opera singer.

ique. Thus, in one night, did this Chicago girl win fame. For a long while she was engaged in this work. But America ultimately sent out its call. Oscar Hammerstein, the never-failing judge, wanted her for his company. He made his figure so high that she could not refuse. Her triumph in America is too well known to need narration. To-day Miss Garden is the most popular concert

singer in the United States, her annual income exceeds \$100,000, and Mrs. Mayer, her patroness, has been paid back her loan of \$20,000, with interest for eleven years! She has sung before nearly all of the crowned heads of Europe and has been offered fabulous sums to return to England and France. This, then, is the story of Mary Garden—the Chicago girl—who sprang into world-wide fame in one night.

Mr. Harry Gordon Selfridge

ASIDE from its proverbial habit of loving a lover, all the world loves the successful man. It loves the man of initiative and courage—the man who goes forward. It is not surprising, therefore, that Mr. Harry Gordon Selfridge, who recently opened his great store in London, should have brought upon himself the admiration and plaudits of the business world. Mr. Selfridge in many ways is a remarkable man. He is a man who has known what success meant, but who has not stopped when that success was reached. He has, instead, gone steadily forward, brushing aside by sheer force of will all that stood in his way. Nothing has been insurmountable to him—the greatest obstacles imaginable becoming as nothing in his hands. Beginning modestly and humbly in a little town in Michigan, Mr. Selfridge showed early in life the characteristics that are so great a part of the successful man. He rose in Michigan as far as he

could—becoming well known in the dry goods business. But Michigan failed to offer the prospects for which Mr. Selfridge

was fitted. Realizing this and having unbounded confidence in himself, he went to Chicago. As a young man, he enlisted himself with Marshall Field and became almost at once a favorite with the great Chicago merchant. At the end of seven years he was made manager of the Chicago retail store. In this position he showed remarkable ability, and Mr. Field and his associates were the first to recognize it. He made the store—largely through his clever and dignified advertising—the greatest mercantile house in the world. Four years later he became a partner in the firm. For fourteen years Mr. Selfridge continued with the house of Field, becoming widely



MR. HARRY GORDON SELFRIDGE,
Who last month opened a great department
store in London, England, the first of
its kind in all of Europe.

known as one of the most energetic business men in America. But even then Mr. Selfridge was not content, and so in May of 1904 he severed his con-

nection with the house of which he had been manager for eighteen years. But Mr. Selfridge left only to better his position. The very next day the mercantile world was electrified to hear that Mr. Selfridge had bought out Field's leading rival—Schlesinger & Mayer—at the huge figure of \$5,000,000. At this time Mr. Field said, "Mr. Selfridge leaves our house to our regret and with the best wishes for his success."

A month later, on June 13, the name of Selfridge had supplanted that of Schlesinger & Mayer on the great Chicago store. A year later Mr. Selfridge had expanded the business he had bought to such an extent that a flattering offer from Carson, Pirie, Scott & Co. induced him to sell out to that firm. It is believed he made \$1,000,000 by the sale. A great many men would have retired then. But not Mr. Selfridge. Instead he began at once the planning of a great American store in London. A year later he had bought a site. Then came trouble with the English building laws. Mr. Selfridge wanted to build a steel building.

The laws of England prohibited this. So Mr. Selfridge—after a memorable fight in Parliament—had the laws changed. Last month he opened his store—the greatest establishment in all of Europe. Two hundred and fifty thousand people passed through its doors on the first day. The next day Mr. Selfridge took two full pages of advertising space in the famous London Times. A quarter of a page was the largest advertising space ever taken in this paper before. He took full pages in all of the other great London papers, employing the best artists of Europe and America to furnish his "copy." In the first week he spent \$100,000 in advertising, and he is keeping up the pace still. London is amazed. All Europe has gasped at his "impertinence." But, one and all, they nevertheless say that Mr. Selfridge is the greatest business man that ever opened a store in England. They call him "the world's dry goods king." Why not? With his initiative, his unbounded self-confidence and his energy Mr. Selfridge will succeed. Every merchant is agreed as to that.

Mr. George von L. Meyer

WHY do they call him "Von Meyer?"

Does anybody know? His name—the name of the new Secretary of the Navy—is Meyer—M-e-y-e-r; and yet nine-tenths of the newspapers refer to him as "Mr. Von Meyer," just because his middle name happens to be Von Lengerke. But, however that may be, George Von Lengerke Meyer is no newcomer to Washington or public life. His career has been remarkable and he has little indeed to learn. He merely steps up a chair or two at the cabinet table; he is not a new guest there. How about Meyer himself? Is it not worth while to know something of the man who will be Secretary of the Navy for the next four years?

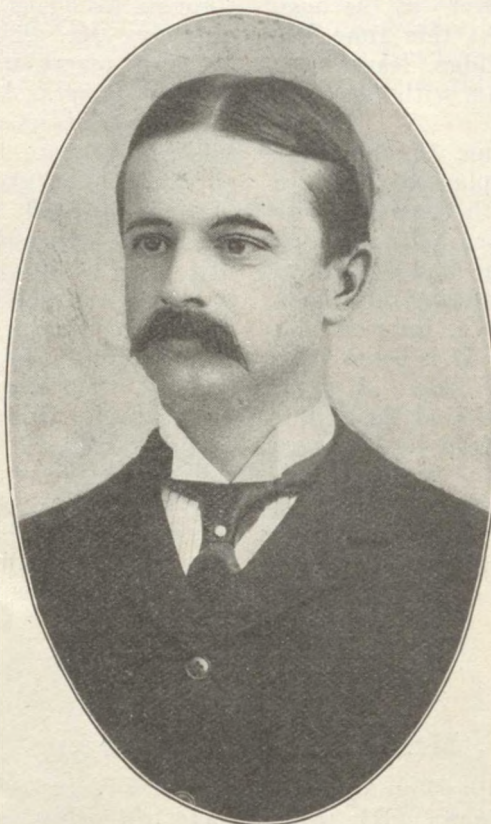
Mr. Meyer is now forty-nine years old, and he is young at that age. He is as lean as a hound and his cheeks are ruddy with a healthy glow. Mr. Meyer was born in Boston, Mass., June 24, 1858. His father was a native of New York and his

mother of Massachusetts. He was educated in the Boston public schools and entered Harvard in the class of 1879. While at Harvard, Mr. Meyer took active part in athletics in addition to being a student of recognized ability. But it was one of his beliefs—and is yet—that the body and the mind must be developed together, and so, while keeping up in his studies, he devoted a considerable part of his time to athletic pursuits. He was, in fact, a member of his several class crews—a remarkable fact when his slight physique is considered. At the conclusion of his college course, Mr. Meyer entered his father's firm, of Linden & Meyer, commission merchants, in Boston. In this connection he made a reputation that extended throughout New England for his unquestioned and remarkable business ability. But Mr. Meyer became too well liked to long remain in business alone. He was urged to take up politics and, having

himself a fascination for it, he consented to do so. He was elected first to the Boston Common Council and later to the Board of Aldermen—on both of which bodies he served with great credit. In 1891 he was elected to the Massachusetts Legislature and became prominent as the author of the "Stock and Auction Bill." He was speaker of the Massachusetts house of representatives for three terms—1894 to 1896—and soon after his voluntary retirement from this body was chosen as national committeeman from Massachusetts. A little later Mr. Meyer was appointed Ambassador to Rome, where he distinguished himself in the eyes of the world—becoming a friend and favorite of King Victor of Italy. But the Japanese-Russian war brought upon the United States the necessity of competent representation at St. Petersburg, and Mr. Meyer was at once chosen as the most logical man. Here, again, he became recognized

as a leading diplomat, and his departure to accept the Postmaster-Generalship under the Roosevelt administration was keenly regretted. As Postmaster-General, Mr. Meyer once more showed his versatile

ability and was responsible for many postal reforms of far-reaching benefit. Under the Taft administration he has been chosen as Secretary of the Navy, largely on account of his constructive ability and his faculty of acquainting himself with the minutest details of the work in his charge. Mr. Meyer is noted for his soldierly bearing, and even now he is a firm and ardent devotee of golf and outdoor exercise, on the principle that through the body the mind must be sustained. In business he has achieved great success, having served as director and officer in many of the great banks and industrial organizations of the East.



GEORGE VON LENGERKE MEYER,
Secretary of the Navy.

His chief trait is his unquestionable energy and his doctrine of actual achievement.

Miss Geraldine Farrar

VYING with Miss Mary Garden for operatic fame this winter has been another native American girl—Geraldine Farrar—and, like Miss Garden, her early life is full of romance. Born in Melrose, Mass.—a suburb of Boston—on February 22, 1882, Miss Farrar at the age of three years sang her first song. It sounds like a fairy tale from Grimms, and yet it is true and fully vouched for. At this age the baby Geraldine—"Little Jerry," as she

was called—could carry an air with unerring accuracy, and her baby voice was so strong and clear that her watchful mother wondered at it. At ten years of age she sang in a little amateur production in the Melrose City Hall, and, strange to say, her singing wasn't liked.

Not long after this "little Jerry" began traveling with her father and mother. Her father, "Syd" Farrar, was a professional baseball player, playing first base

on the old Philadelphia nine. He won a name for himself and took his wife and little daughter on many of his trips—stopping at the best hotels. Geraldine's beauty attracted notice everywhere and many attentions were lavished on her. Informally, for the benefit of her father's friends, she sang often, and her voice was soon known all along the baseball circuit. The players eagerly awaited her returns. But Miss Geraldine was not "spoiled" by

the honors she received. On the contrary, she became all the more likable, but also all the more determined. When not traveling Miss Geraldine attended school in Melrose, and her voice soon attracted the attention of the singing instructors. The teacher and the mother, after talking over Geraldine's voice, decided it would be well for her not to sing with the other children. Finally she was sent to Boston weekly to study with the late Mme. Long. This was the beginning of her musical study. The next year she

went over to New York with her father, and, while there, her mother decided to place her under the instruction of Madame Emma Thursby. It was then that a remarkable thing happened. Madame Thursby said to Mrs. Farrar one day: "I can teach your daughter nothing more. Her voice is already placed. And that is all I can teach. She does not need to come to me again." Miss Farrar was then sixteen, and she had learned in two months what most singers fail to learn in years. Her throat formation and her ability to "use" her voice seemed perfect. This made it possible for Miss Farrar to

begin at once the study of technique. She was in Washington one winter and studied with the noted tenor, Capoul. It was during this year—on May 1 of 1908, the day of the battle of Manila Bay—that Miss Farrar was taken to the White House to sing before the President and Mrs. McKinley. Miss Farrar sang the "Star Spangled Banner," and so sweet did her voice prove to be, that it brought tears to the eyes of the President. It re-

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From this time on Miss Farrar became to all purposes the protégée of Mme. Melba, and sailed with her for

Paris in September of 1899. Here she studied three months under Trabadello. Then she went to Berlin, and under the famous Graziana's direction gained the superb finish to her already brilliant talent. She learned to speak the German, French and Italian languages in less than two years. Miss Farrar's greatest victory, however, was when she refused to sing the role of "Marguerita" in Faust before the Royal Opera House of Berlin unless she might render it in Italian. Even Mme. Melba advised her against this stand. But Mlle. Farrar was firm, and won out against all precedent

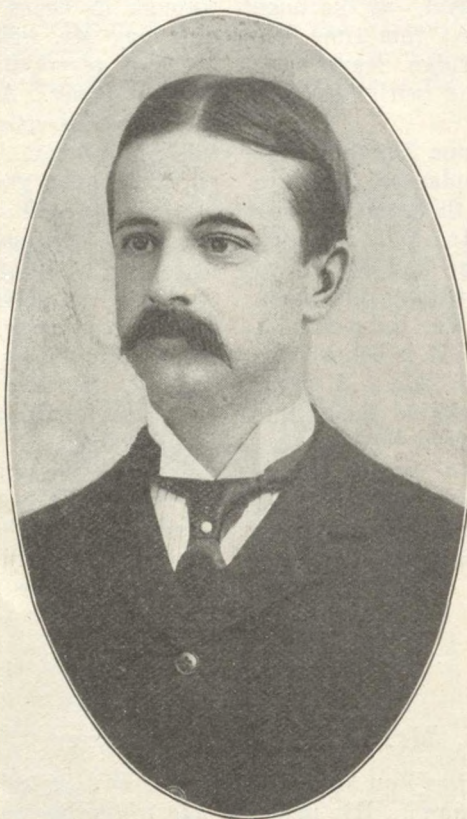


MISS GERALDINE FARRAR,
The great operatic prima donna.

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mained, however, for Mme. Melba to speak the words that determined Mr. and Mrs. Farrar to train Geraldine for the operatic stage. In the autumn of that year friends succeeded in arranging an audience for Miss Farrar with Mme. Melba. Miss Farrar chose a pretty love song. And when she had finished, Mme. Melba said: "She is the coming wonder of grand opera. Her voice is remarkable."

From this time on Miss Farrar became to all purposes the protégée of Mme. Melba, and sailed with her for

Paris in September of 1899. Here she studied three months under Trabadello. Then she went to Berlin, and under the famous Graziana's direction gained the superb finish to her already brilliant talent. She learned to speak the German, French and Italian languages in less than two years. Miss Farrar's greatest victory, however, was when she refused to sing the role of "Marguerita" in Faust before the Royal Opera House of Berlin unless she might render it in Italian. Even Mme. Melba advised her against this stand. But Mlle. Farrar was firm, and won out against all precedent



MISS GERALDINE FARRAR,
The great operatic prima donna.

and tradition. She sang the opera in Italian. In Germany she took the whole nation by storm—appearing several times during her stay before the Emperor William. In Paris and London she was likewise honored. But America at last claimed back its own, and a distinct triumph was won when the Metropolitan Company brought her to New York. Here she has again duplicated her

European triumph—her last season being especially noteworthy. Like Miss Garden Miss Farrar earns an income said to be over \$100,000, and like Miss Garden her remarkable success can be laid largely to her undaunted determination, her self-confidence and unflinching courage. She is a student, a hard worker and a thoroughly womanly woman aside from being one of the great prima donnas.

Mrs. Carrie Chapman Catt

WHEN the press dispatches from London began telling, a few weeks ago, of the fame that an American woman—Mrs. Carrie Chapman Catt—was acquiring, there were some people who began to ask themselves who Mrs. Catt was. A very great many people in the United States already knew. But some, of course, did not. In London it was much the same three months ago. To-day, Mrs. Catt is known from one end of the British Isles to the other, and she is liked a great deal more, we are told, than the average exponent of woman suffrage ideas. She is, in fact, about as far from the cartoonist's idea of the suffrage champion as anything well

could be from another. Mrs. Catt has been in London for a purpose. She went there because—aside from her official duties—she felt that there she could do the most good. The reason in both cases is typical of Mrs. Catt's life. By pre-eminent qualities and sheer force Mrs.

Catt has won the highest place in the suffrage ranks of to-day. Her accomplishments are almost too numerous and

quite too great to repeat, and yet there has been a consistency of purpose almost from the start. Mrs. Catt was born in Ripon, Wis., in 1859, her maiden name being Lane. But while yet a child her parents moved to northern Iowa, and it was there that her girlhood days were passed. In 1878 she entered as a student the Iowa Agricultural College, from which she was graduated in 1880 with the degree of B. S. During her college course Mrs. Catt applied herself closely and soon had attained first rank in her class.

For three years thereafter she devoted herself to teaching. Her first position was that of principal in the high school at Mason City, Iowa, but her ability was soon seen to be far in excess of the standard demanded for this position. So Mrs. Catt was made superintendent of



MRS. CARRIE CHAPMAN CATT,
President of the International Woman
Suffrage Alliance, founded in
Berlin, Germany.

all of the schools of Mason City. Never before had a woman held a similar position in the Northwest. Triumph one had been achieved. But Mrs. Catt was not content to merely be a superintendent. In 1885 she became the wife of Leo Chapman and entered into partnership with him as joint proprietor and editor of the *Mason City Republican*. The work was much to her liking and she was soon known throughout the state. But at the end of an extremely happy year Mr. Chapman died. Mrs. Catt at once disposed of her interest in the paper and went West. She had the courage to begin anew. For a year she engaged in journalistic work in San Francisco, and again became widely known. So well known, in fact, did she become that at the end of this time she entered the lecture field and drew large audiences. It was while engaged in this work that the cause of woman's enfranchisement first gained her interest. She became devoted to the cause and had soon accepted a position as state lecturer for the Iowa Woman's Suffrage Association. Three times she was called as speaker to the national convention of the American Women's Suffrage Association, and in 1900—upon the retirement of Miss Susan B. Anthony—she was elected to the presidency. For three years

she served in this position. But all the while she was looking to greater ends. In 1903—as a direct result of her labors—the International Woman Suffrage Alliance was founded in Berlin and Mrs. Catt was immediately and almost unanimously chosen for the presidency—an office she has held with great honors ever since. She is in London to-day for the purpose of presiding over the quinquennial congress of this Alliance, and she has already brought upon herself the admiration of all of Europe. In her ordinary life Mrs. Catt is a thorough lover of domestic life, and is an excellent hostess and an even better cook. She is fond of horses, flowers and bric-a-brac, and is greatly opposed to the idea that the woman suffragist cannot be a home woman. Her whole life and personality is anything but what would be expected from a woman's rights advocate. She is in the suffrage movement because she has convictions and because she has the courage to back them up. Courage has been, in fact, the predominant note in her entire life and her present success she attributes entirely to it. Mrs. Catt is recognized as one of the best public speakers in America to-day. She is also probably one of the widest known and the most appreciated women in the world.

Dr. Harvey W. Wiley

IF you are appreciative—and you should be—of the words "Guaranteed Under the National Pure Food Law" that adorns the food products you buy, there is but one man who really deserves your thanks. This man is Dr. Harvey W. Wiley, chief chemist of the United States Department of Agriculture. He is the man who, a few years ago, started the far-reaching crusade against adulterants in food products, and he is likewise the man who carried this crusade to a successful issue. It is not his nature to start anything unless he is determined first to see it through, and so when he took up the battle against adulterated food it was a foregone conclusion that he would win. The present feeling of confidence in canned goods can be laid directly at his door, and

yet Dr. Wiley has done many other things during his most strenuous of lives. He is a writer of national fame, a student of the first rank, a lecturer much sought after, and a thorough scientist.

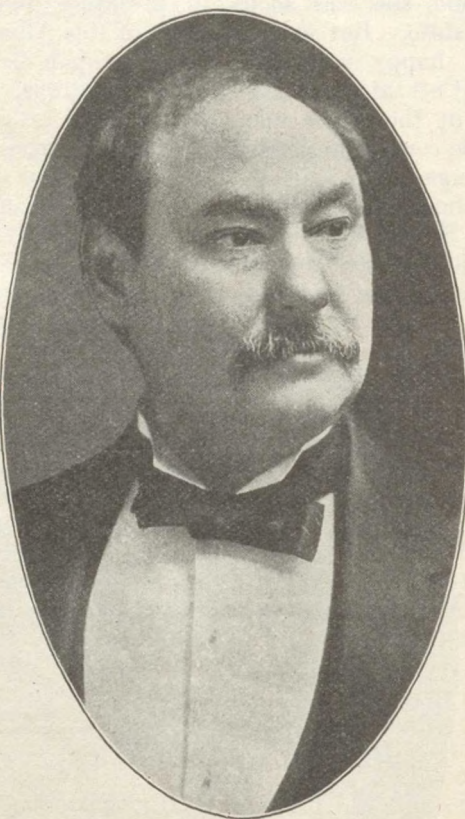
Dr. Wiley was born on a farm near Kent, Jefferson County, Ind., and remained there until he entered college. The foundation of a thoroughly classical education, such as is rarely possessed by the present-day man of science, was laid at Hanover College, where he received the degrees of A.B. and A.M. In the interim Dr. Wiley was professor of Latin and Greek at Butler University, Indianapolis. He also took the degree of M.D. at the Indiana Medical College. After a year spent as a teacher of science in the Indianapolis High School the degree of S.B.

was taken by Dr. Wiley at Harvard, after which he returned to Hanover and added the degree of Ph.D. in 1876. The intervening time—for, somehow, there was some—was spent by Dr. Wiley as professor of chemistry at Butler University, the Indiana Medical College and Purdue University. Then Dr. Wiley went abroad, where he spent a year in study, chiefly at the University of Berlin. The position of professor of chemistry at the Agricultural College of Indiana next occupied Dr. Wiley's time, except for the time spent in study in Europe. This was in 1874 to 1880. In 1881 Dr. Wiley was appointed state chemist of Indiana, and held the position until 1883, when he was appointed chief chemist of the United States Department of Agriculture, a position he has held ever since.

As state chemist of Indiana Dr. Wiley initiated a wide investigation of the sugar industry of the country—an investigation that he continued with even more energy in his federal position. After a visit to the most important sugar factories of Europe, Dr. Wiley successfully established the diffusion process as applied to the manufacture of sugar from sorghum. But in addition to this great aid to a growing national industry, Dr. Wiley has been most prominently known as a tireless worker in behalf of pure food. His name has been conspicuously linked with every effort, scientific and legislative, tending to prevent the adulteration of food. Through the press, on the lecture plat-

form, in the laboratories, before Congress and in a hundred other ways, Dr. Wiley has steadfastly combatted the evil of adulterated food. His crusade has been so sincere and backed by such strength in actual figures and facts that he forced upon Congress—almost single-handed—the much-fought pure food bills, defeating

in his campaign the most powerful moneyed interests of the nation which fought to defeat his cause. The word "politician" and the phrase "political power" hold no meaning to him—so fearless has he been in all his campaigns. Aside from his official position, Dr. Wiley holds high office in a score of associations of a scientific nature, and it is doubtful if any man has done more for the betterment of his fellow human beings. On the lecture platform and at the banquet Dr. Wiley's flow of wit, combined with his learning, have conspired to make him much sought after, and he has been prominently mentioned for many exalted positions—the presidency of Purdue University



DR. HARVEY W. WILEY,

Chief Chemist of the United States Department of Agriculture, who first started the far-reaching crusade against adulterants in food products.

having been declined by him. As an author Dr. Wiley has an international reputation—his "Principles and Practice of Agricultural Analysis"—published in three large volumes—being the most exhaustive treatise on agricultural chemistry which has yet appeared. And so when you buy your canned goods and scan the phrase "Guaranteed under the National Pure Food Act" think of Dr. Wiley—the champion of the cause of pure food products.

Over the Work Table

(A Department)

Stick to the Finish

SOME three years ago, I arrived on a winter's morning in one of our large western cities, with no special prospects in view, but possessed of confidence in my own ability and a strong determination to secure suitable employment at the earliest possible moment. It was therefore with a keen sense of satisfaction that, on picking up the morning paper and scanning the "Help Wanted" columns, I noticed an advertisement for an experienced man in a line in which I had been engaged for several years in the East. I decided immediately to apply for the position, and three o'clock of the same afternoon found me at the address given in the advertisement, applicants having been directed to call at that hour. On entering the office, I was somewhat disconcerted to find that there were already a number of applicants awaiting an audience; and being at that time rather diffident in some respects, my first impulse was to retire and leave them the field, under the mistaken notion that it would be useless for me to expect even to obtain a hearing with so many before me.

Fortunately for myself, however, I had already entered before noticing the crowded state of the room, and it was largely because I shrank from making myself unduly conspicuous by withdrawing that I decided to remain and await the outcome, in any event. Having reached this determination, my confidence in myself began to return, and while awaiting my turn, I quietly observed my fellow applicants and was able to assure myself that in personal appearance and bearing I might hope to make at least as favorable an impression

as any of them; and this led me to review in my mind the qualifications which warranted my seeking that particular position, with the result that I succeeded in convincing myself that, while some of the other candidates might be much older and possibly have had a wider general experience than I, none of them could have had any which would fit them to fill that special position any better, and that if I might but obtain a hearing, I might yet secure the place. And as each successive candidate was dismissed in his turn, my spirits rose higher and higher, until at last I felt *certain* that if given the opportunity I could not fail to win out, even though the last to be interviewed. By the time that all the preceding applicants had been disposed of, therefore, I was in a perfectly serene frame of mind, which undoubtedly aided me greatly in stating briefly and effectively my qualifications and the manner in which I believed I could demonstrate them if given the chance to do so. And, though I was informed by my prospective employer that another candidate was being very favorably considered, I left the office very well satisfied with the result of the interview. As I left the building, I recall distinctly that the words "the last shall be first, and the first, last," kept running through my head, and, although I realized that they were hardly intended to apply to such a case, they nevertheless helped materially to sustain my faith in my ultimate success. Two days later I was asked to call at the office again, and at that time permanently engaged, thus proving that "where there's a WILL there's a way."

I have often since thought of this incident, and the recollection of it has

helped me many times when I have felt a disposition not to stick to any undertaking, and I trust that the narration of the experience here may benefit others in like manner.—D. R. T., Wallace, Idaho.

A Lesson in Overconfidence

I DO not wish to bring a note of discord into the grand harmony of our great movement, but there are too frequent instances in the lives of practical men that would seem to indicate that men, and even those who have the best right to place a high value upon their ability, sometimes become overconfident of their qualifications, with disastrous consequences.

Such a case came to my attention several years ago. I was at the time inspector for a large electric power concern. At the principal power plant there was a man whom we will call John. He came to us from a large electrical manufacturing plant, where he had had a great deal of experience both in the building and operation of electrical apparatus, had a good education, and was a man of good habits and reputation. We were convinced that it would be difficult to find a more suitable man for the work.

John had at first been employed as a general foreman on a detached portion of the system, and had been very efficient there, but was transferred to the main power station at his own request, as he seemed anxious to advance.

I do not know that John at any time made conscious use of the principles of the New Thought, but it was quite evident that he was conscious of his own ability, and that he was aiming for a high place in his chosen work.

He "broke in" very quickly at the power house, and showed such ability that in a very short time he was made a foreman, in charge of one of the eight-hour shifts. Things went along smoothly for two or three months. John was considered a first-class man; cool, quick, able to keep his head. He gave satisfaction and was well liked.

One day when I was at the power station, in conversation with John, he remarked that he thought of asking for a

transfer to some other part of the system.

"I've got all I can out of this," he said; "there isn't anything here that I don't understand, and I don't want to stay in such a place when there isn't any more to learn."

I replied that I thought that there was still plenty to learn, if he would look for it, and went away with the thought that John was mistaken, or else he was a much better man than most of us, for we were learning something new every little while, even after years of experience with that particular installation.

Not long after this my telephone rang at 1:30 in the morning, and when I rose and tried the electric light there was no current. It was some time before we could reach the power house, some twenty miles away, by telephone; but after a while the lights came on, and then we learned that there had been an accident there, and that John had been very seriously burned.

In shutting down one of the great generators, he had neglected to open a certain switch, and when he opened another switch there was a roar and a blinding flash as the twenty thousand horsepower of electrical energy "arced over." John was instantly enveloped in the flames. Though he showed a wonderful vitality, he survived but a short time.

The principle "He can who thinks he can" is all right, and I am an earnest advocate of its practical application and am convinced that a man can reach any goal he may set himself to win if he goes about it in the right way, but I am afraid John did not follow the right course of thought, though he apparently had every right to full confidence in his own ability. His manner was not that of a braggart, yet he gave some evidence of a "know-it-all" spirit that, to my mind, was indicative of shallow thinking.

"He can who thinks he can," but the thinking must be done in the inner realms of mind and not on the surface. The thought that has life, knowledge and power must come from the Great Within. John was doubtless well informed as to the layout of the power plant and the methods of operating it, but there is a

vast difference between being informed and having real knowledge. Information is the seed, and when it is sown in the garden of the subconscious it will bring forth the harvest of knowledge.

Not all of us suffer for our errors as John did, but in the incident there is a lesson that each of us may take into our daily life and work. It is only through the deeper, subjective thought that "we can," when "we think we can," and while shallow surface thinking may give us what appears to be real assurance, it is apt to fail us in the hour of need, and, at its best, is only a counterfeit of that self-confidence that comes forth from the Great Within.—N. L. D., Ballston Spa, N. Y.

How I Got My Education

I ALWAYS wanted an education and in connection with this want I was never without the most roseate schemes and plans in the accomplishment of my purpose. I was resolved to scale the most lofty heights of learning and had more than once made preliminary preparations for entrance in several different schools of learning, only to awake and find my plans blasted, my schemes foiled. While this would affect my ways and means, it would in no sense diminish my determination.

Relentless poverty seemed to be my inseparable lot, and I could lay claim to no capital, to no resources, to no assistance from any quarters. Yet my determination for an education would submit to no temptation to turn aside. I must have an education at any price. What were my means to the accomplishment of this ardent hope? Health and determination! The wonted saying that if one wants anything that the less he depends upon others and the more he depends upon himself the more sure he is of getting what he wants, was not long in becoming the sole theme of my many anxious thoughts. Weeks, months, and even years passed away, but the many universities remained at a distance; I reached them not. It was first one thing and then another which kept me enchained to the rayless gasps of adversity,

and I began to see more and more the utter uselessness of my toils.

I could claim but little of what is called education, and I was a total stranger to the dictionary. My knowledge of history consisted of all that is comprised in three different primers, mere skeletons of introduction to that noble channel of knowledge. I began to think of other possibilities for an education, other than going to institutions of learning, and struck upon the plan to educate myself. My heart well-nigh failed me in this project, but determination did not fail me in this, my crucial stage, and I resolved to carry out my plans, be the sacrifice what it may. I then bade an irrevocable and lasting farewell to all pastimes, looking with a very jealous eye upon anything which would tend to claim one single moment of my spare time. I would save my nickels and dimes and watch the windows occasionally for an advantageous bargain in the sale of a standard book. I purchased a membership card with the Y. M. C. A., and availed myself of its library. I bought a pocket dictionary and when I would have the slightest chance to glance into it I would do so, and then keep thinking of the pronunciation, the spelling, and the definition of the particular words, and then when opportunity would more splendidly avail me, I would extend my understanding of the particular word or words haphazardly acquired, by reference to a large dictionary.

I have never realized my wonted hope to attend college and university. However, I kept right on educating myself, and to-day I can say, without exaggeration, without undue elation, without the least boastful spirit, that in many respects I am better off in having been disappointed in my scheme of becoming a university man. I say this with becoming pride and modesty. I believe that I am warranted in saying that my poverty and adversity have enabled me to acquire an education more valuable than all the book learning in the world. My mind has always been open and observant, and anything which could teach me a lesson, no matter what, I would

invariably court and meet with a friendly spirit.

Am I a worldly educated man? Not entirely so. My study of the dictionary, as above described, made me the master of 100 words, on an average, each month. I studied over 350 biographies, and over 125 histories by such authors as Hallam, Von Holst, Motley, Macaulay, and others of equal standing, of every country on the surface of the globe. I have read every poem known to fame. I have read extensively in literary history and in histories purely of philosophy. Is this all? Not yet! All the orators known to fame spoke to my attentive mind, and every philosopher, from Thales to Herbert Spencer, cheerfully gave me their noble store of reasoning! Plato, Epictetus, Kant, Descartes, Bacon, Confucius, Moses, Demosthenes, Cicero, Burke, Webster, and a numberless array of other master spirits, volunteered with alacrity to reveal to me their master minds on the simple condition that I give them the time, and this I have done. Other channels were not neglected. I always very much disliked medicine, and for that reason neglected its attendant studies.

If a man wants an education, I care not what his circumstances may be, if he has the preliminary *want* he has an excellent start. Let him not despair. Let him remember the saying of Thomas Carlyle, that "in idleness alone there is perpetual despair. Blessed is he who has found his work. Let him ask no other blessedness." He needs no other blessedness, I say. To acquire an education of any extent or character, one need simply husband his spare time. It is an excellent saying that the devil will not associate with those who have no time to waste. No matter what you want to learn, call into active service your resolution, and Time will nobly crown your brow. If you should lose heart and despair, then take the poetical words of Byron for your motto: "If you despair, continue in the frenzy of despair." Archimedes said that if he had whereon to stand, he would move the world. You have the wherewith—IT IS PERSISTENCY—and that is all you need to acquire an education, however great and

extended may be your scheme of learning.

Awake! Arise! Keep on, everlastingly on, and ever on, though you may not secure a sheepskin as a diploma conferring an exalted title of learning, you have the priceless satisfaction of being the possessor of the same, and, perchance, a greater store of learning than has your neighbor with a university sheepskin. *Read history for your wisdom and consolation.*

M. G. L., Denver, Colo.

A Timely Experience

HAVING spent all my means in building and improving a home after moving into a western city, I looked for a position of some kind. I had had very little experience in any other line than office work. I had always had places offered me without having to apply for them, but now I was among strangers and it was quite different. I began to look around and I found that there were a number of applicants for every position, and wages were extremely low.

Fortunately I secured a place in a carpenter crew. I enjoyed the work and learned it fast; but, alas, the panic came on. Building ceased and I was thrown out of work entirely. There were hundreds of others in similar circumstances in the city. Time rolled on. With me it was still "nothing doing." This was new experience for me. My grocery bill would soon be due and my bank account was already exhausted.

The prospectus of a fine Bible lay on the table before me. An idea occurred to me. I rose next morning and dressed in my best clothes. My wife was surprised and asked the reason. I informed her in a businesslike manner that I intended to sell Bibles. With a smile that chilled me she asked me if I thought I could sell a Bible, especially during those "hard times." As soon as breakfast was over I started out on my new mission.

I walked over to the opposite part of the city from where I lived, lest I should run across any acquaintance while I was canvassing. I came to the territory where I intended to begin work. When I came

to the gate of the home where I meant to make my start my heart failed me and I passed on. I came to the next gate. For the same reason I passed on as before. Down that street I walked, block after block, trying to summon courage to make a start, but to no avail. Being tired out by useless walking, I returned home at noon very much disheartened. My wife anxiously inquired of my success. As cheerfully as possible I informed her that I had decided not to begin until the next morning, and, taking a seat, began to study out my "spiel."

The next morning I returned to my territory. After passing two houses for the same reason I did the evening before, I stopped and reasoned thus: It is absolutely necessary that I do something for a living. I MUST earn money to settle my grocery bill. It is honest and honorable work. I am conscientious in every word that I have to say for the book. I MUST, I WILL sell them.

So into the home I went and knocked for admittance. I was soon admitted and given a hearing. Very soon I had succeeded in interesting not only my customer, but myself also, in the advantages that the book I was offering really had. I succeeded in taking the order. Much encouraged, I proceeded to the next house, where I met with the same success. I continued the work until noon. I had taken seven orders. This netted me, should they deliver, a profit of eleven dollars. I took dinner at the restaurant and felt like a new man entirely. I had won in the first battle. I continued taking orders with good success. I ordered my first shipment, which came duly to hand, and I began delivering. But now the panic was on so hard that few of my customers had any spare money and only a few of my books were delivered. This put me in worse shape still and I owed for the books and had them on my hands.

I was not to be outdone, however. I had conquered once; I determined to do so again. My tactics must be changed. I knew that if I were to sell those books I must go where they had money to buy. So I took the best bindings and went into different quarters.

By this time I had my canvass down

real well and was not ashamed of it. I again turned my attention to my toilet and made a greater effort to look as neat as possible and proceeded to go among the "wealthies" of the city—bankers, lawyers, speculators, clergymen, wholesale merchants, etc. I offered only the best bindings and I delivered the goods as I went—but for the cash. I found a more ready sale for them than I did those cheaper bindings among the first class of my customers. I became very enthusiastic. I made friends and money and convinced my wife that I could sell Bibles, even in the "panic."

The world has gone well with me since this bit of experience and I no longer canvass.

The lesson that I learned in this little experience is that when I make myself to believe deeply that I can do a thing, then I can summon the courage to attempt it; and when I have this belief and courage, I KNOW I CAN do it—and I DO.

These lessons along the line of self-confidence cannot but make one stronger. When the world is "going wrong with us," then it is that we need our best energies so that we may make our greatest efforts in turning the world back our way again.—Wm. G. E., Tolar, Texas.

An Emergency in Life

FEW of us pass through life without at some time meeting an Emergency that at first seems absolutely insurmountable.

After some years of teaching, wherein I had worked and studied for the upper round of my profession—and nearly reached it—my health suddenly gave way. Medical advice gave me little hope of ever going back to my beloved work. The Emergency resolved itself into the following problem, i. e.—first, a stepping down and out of my profession and the loss of a salary upon which I depended for a livelihood; second, several months, or possibly years, must pass before my health could be built up; third—what could I do during this time of recuperation, or afterward, to make myself self-supporting? At first the disappointment and the inward rebellion over the change

of all my life plans paralyzed my powers and hindered any bodily improvement.

Then an offer came to me from a relative to go with her back to a pioneer county in the West, one hundred and eighty miles from a railroad, and there commence life over again. Pioneer life did not appeal to my ideals, but it was renowned for its medicinal springs and healthful climate. So I took the offer under consideration.

Little by little I conceived the plan of accepting the offer, and while recuperating my health put in a small ladies' furnishing store with the meager savings of my teaching days. Although I had had no experience whatever in business and was too feeble to do much in my busy line of work, I thought I might gradually gain experience and perhaps learn some valuable truths besides.

The trip was made overland in the primitive, pioneer fashion, and I found on my arrival a town of just six dwellings, most of them log. No description could do justice to the dreary outlook for the first week or two, but fortunately my fighting blood was up and I determined to conquer or die in the attempt.

A log house was rented and with help the inside was transformed by means of paint and paper, and skill in draperies and furnishings—for they were all home made.

Then came the test of latent business capacity. For more than a hundred miles around the families had been in the habit of sending to one of those cheap mail order houses in Chicago for such goods as I carried. Any business man knows how hard it is to break up a habit of that kind.

It had been my theory for some time that human nature was the same, whether in child or adult, so I adopted some of my school tactics in handling the situation.

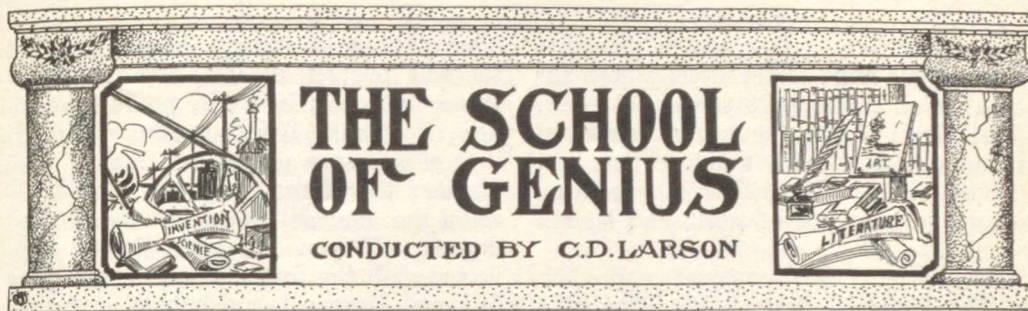
I never spoke disparagingly of the Chicago house to rouse their contrariness

and fix their mind upon it as my rival. In fact, I never alluded to it at all if possible, but sought to lead their mind in a new channel through object lessons presented to the eye of pretty goods tactfully displayed. I felt that in a certain way a store of this kind—for I kept many dainty little things for the home—was a missionary in a new country, for it carries with it the little touches of refinement that enter and transform a home, creating a new environment and so reaching the people themselves. Above all else, I sought to make myself their friend, for my axiom was that "Any silly can catch a customer, but it takes business capacity to hold one."

After a few months my trade commenced to spread to the surrounding country, for each new customer proved an advertisement for me, and I went into the mail order business myself on a small scale. I soon grasped the general principles of business, and for three years my trade constantly increased in volume and importance. In the meantime my health improved wonderfully under the new conditions of life and a more careful study of hygiene.

Best of all, I had learned many things that I had never dreamed of in my narrow round of school duties. The very perseverance that led me to surmount the Emergency broadened out into new and untried fields at every turn. I found that there were capabilities in myself of which I never dreamed, and it so enlarged my vision of life that it fitted me for the overcoming of greater difficulties that came to me in after years. After all, the problems in life are much like those in mathematics, only those in mathematics develop simply the mental, while those of life reach out into our whole being. The one cultivates the intellectual only, while the life emergencies in their results reach out into our whole character and destiny.—A. L. G., Denver, Colo.

NOTE.—This department began with the April issue, and will be continued indefinitely. We should be pleased to receive from our readers stories of personal incidents; stories bearing a moral and which bring out some good human qualities. In sending material, kindly address it to the above department.



Special Brain Development.

THE Eight Principal Divisions.

That every faculty in the mind functions through one or more distinct parts of the brain is no longer mere theory; it is a fact that leading scientists of the world are demonstrating to be true. And that any part of the brain can be developed through the art of subjective concentration, is also a fact that is being conclusively demonstrated at the present time. It is, therefore, evident that when we know exactly through what part of the brain each faculty functions, we can increase the power and the efficiency of that faculty to any degree desired, providing we develop the mental faculty itself as well as that part of the brain through which it functions. It is with the development of the brain that we are now concerned, however, because this phase has been entirely neglected by all previous systems of mental training. In Fig. III we present the eight principal divisions of the brain, though these divisions do not represent the same number of individual faculties. On the contrary, a group of faculties functions through each division, but in each case the individual faculties of any one group are so closely related that they can be developed together. Thus time is saved, and a more thorough development is secured.

The Practical Brain. That part of the brain that is marked No. 1 in Fig. III may be very appropriately termed the practical brain, as it is through this part that the mind functions when direct practical action is being expressed. Whenever you try to be practical your mind begins at once to act upon the practical brain, and when the practical brain is well de-

veloped you are naturally of a practical turn of mind. The practical brain should be developed by everybody, and especially by those who are engaged in vocations where system, method and the mastery of details are required. Concentrate subjectively upon this part of the brain for a few minutes several times a day, and whenever you are engaged in the actual doing of things, *think* of the practical brain; that is, aim to focus the power of thought, attention and application upon this part of the brain, and aim to act *through* the practical brain whenever you apply yourself practically.

The Mechanical Brain. Every building process and all the faculties of construction function through the mechanical brain (See No. 2, Fig. III). Engineers, mechanics and builders of every description should develop this part of the brain; and there are two methods that may be employed. First, use subjective concentration whenever you have a few moments to spare; and, second, train your mind to work *through* the mechanical brain while you are engaged in your special line of constructive work. When you are laying bricks, do not think at random; think of improving your skill, and as you think try to turn the full power of your thought into the mechanical brain. The power of your mind, instead of being aimlessly scattered, will accumulate in the mechanical brain, and will daily strengthen, develop and build up that part of the brain. In the course of time you will become a mechanical genius, and scores of valuable opportunities will be opened for you. If you are building a bridge, digging a tunnel, running an engine or working on

some invention, apply the same principle. Train your mind to act directly upon the mechanical brain while you are at work, and deeply desire the active powers of your mind to steadily build up that part of the brain. You will soon become an expert in your line of work, and later a genius.

The Financial Brain. We all need a fairly good development of the financial brain (See No. 3, Fig. III), because the full value of life cannot be gained so long as there is the slightest trace of poverty. When the financial brain is so well developed as to balance properly with all the other leading faculties, the use of those

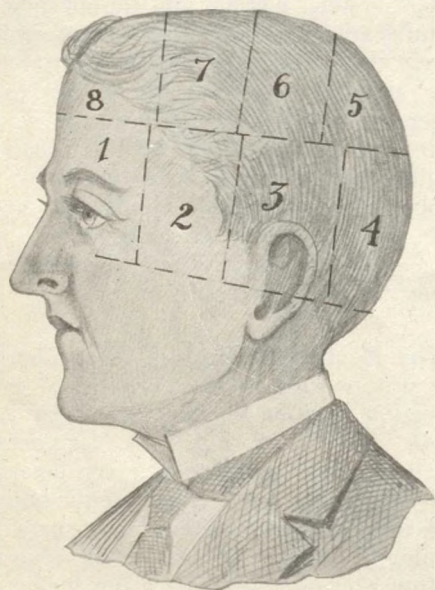


FIG. III.

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|--------------------------|----------------------------|
| 1. The Practical Brain. | 5. The Volitional Brain. |
| 2. The Mechanical Brain. | 6. The Aspiring Brain. |
| 3. The Financial Brain. | 7. The Imaging Brain. |
| 4. The Executive Brain. | 8. The Intellectual Brain. |

other faculties will result in financial gain; but where the financial brain is weak and small, financial gains will be meager even though there may be extraordinary ability along other lines. No matter how remarkable your talents may be along any special line, you will not make much money through the use of those talents unless your financial brain is well developed; but if this part of the brain is exceptionally developed, everything you touch will be turned to money.

The making of money, however, is not the sole purpose of life; the making of money will not, in itself, produce happiness, nor make living worth while; but it is a necessary part of the real purpose of life; therefore, everybody should develop the financial brain to a fairly good degree. If you are not directly connected with the financial world, give your financial brain a few moments' attention, through subjective concentration, every day; that will prove sufficient. And as you concentrate, think of accumulation, desire accumulation and try to *feel* that you are in the process of accumulation. But if you are engaged directly in the financial world, whether in banking, brokerage, financial management, financial promotion or in any form of actual financial work whatever, give your financial brain thorough development. Aim to work *through* this brain, and use subjective concentration for a few minutes every hour if possible.

The Executive Brain. That part of the brain marked 4 in Fig. III is employed by the mind in all forms of management. Those who govern, rule, manage, superintend or occupy positions at the head of enterprises, should give special attention to the development of the executive brain. When this part of the brain is large, strong and well developed, we possess what is termed "backbone;" and we have real, substantial "backing" for every purpose. plan or idea that we may wish to carry through. We have force and determination, and have the power as well as the "knack" of guiding the ship of any enterprise through the storms of every obstacle, adversity and difficulty to a safe landing at the haven of great success. The true executive governs perfectly without giving anyone the impression that he is trying to rule; he governs, not by personal force, but by superior leadership; he has the power that can rule, therefore, does not have to try to rule. The strong man never domineers; it is only weak men who would like to rule that ever domineer; but it is time and energy wasted. Never try to domineer over anything or try to forcefully rule anybody if you would attain superior executive power. To develop the

executive brain, try to realize the position and power of true leadership whenever you apply subjective concentration in that part, or apply executive power in daily life. Aim to make the executive brain as large and strong as possible, and whenever you use the executive faculty try to feel that it is the executive brain that gives the necessary power.

The Volitional Brain. The development of the fifth division of the brain produces will-power, personal force, determination, push, perseverance, persistence, self-confidence, firmness and self-control. When the volitional brain is well developed you are no longer a part of the mass; you *stand out* as a distinct individuality, and you are a special power in the world in which you work and live. The volitional brain, therefore, should be thoroughly developed by every mind that aims to become something more than a mere cog in the industrial machine. The best way to proceed with this development is to concentrate subjectively upon the volitional brain for ten or fifteen minutes every morning. This will give you the power to more fully control your thought, your actions and your circumstances during the day. When you concentrate, hold yourself in the attitude of self-control, and deeply will with all the power of will that you possess. Whenever you are called upon to use exceptional will-power or "stand your ground" against temptations or adverse circumstances, turn your attention upon the volitional brain; that is, *think* of the volitional brain when you use your will, your determination or your self-control, and you will feel yourself becoming stronger and stronger in personal power and will-power until nothing in the world can cause you to budge in the least from the true position you have taken.

The Aspiring Brain. When the mind aspires toward the ideal, the beautiful, the sublime, the higher, the greater, the superior, the actions of the mind function through that part of the brain designated as the sixth division in Fig. III. When you "hitch your wagon to a star" you act through the aspiring brain; you do the same when you feel ambitious, or express

real desire for higher attainments and greater achievements. It is the aspiring brain that prompts you to advance, to improve yourself, to push to the front, to do great things in the world, to live a life worth while; and it is this same brain that keeps you in touch with the greater possibilities that exist in every conceivable field of action. Develop the aspiring brain, and you will become more ambitious; you will gain a strong desire to rise out of the common; all the tendencies of your mind will begin to move toward greater things; you will discern the ideal; you will begin to have visions of extraordinary attainments and achievements, and you will be inspired with an "upward and onward force" that will give you no peace until you begin to work in earnest to make your lofty visions come true. So long as the aspiring brain is small and weak you will have neither the power nor the desire to get above mere, common existence; but when this part of the brain becomes large, strong and thoroughly developed, you will have both the power and the desire to reach the top; and to the top you will positively go. To develop this part of the brain two things are necessary. Concentrate subjectively upon the aspiring brain whenever you have a few moments to spare, and during every moment of such concentration, "hitch your wagon to a star."

The Imaging Brain. This part of the brain (See No. 7, Fig. III) may be properly termed the "idea factory." It is the imaging brain that creates ideas, that forms plans, that formulates methods and that combines, adjusts and readjusts the various elements that are embraced in whatever the mind may create. To accomplish greater things we must have greater ideas, more extensive plans and more perfect methods; the imaging faculty can furnish all three precisely as we may desire providing the imaging brain is developed to higher and higher degrees. To proceed, turn your attention upon the imaging brain whenever you use your imagination or whenever you picture anything in your mind. When you are in search of new ideas, look into the imaging brain, and use subjective concentration in arousing this part of the brain to higher

and finer activity. Think *with* the imaging brain whenever you are engaged in forming new plans or formulating new methods, and always aim to express the expansive attitude *through* that part of the brain. In other words, when you use the imaging brain or concentrate subjectively upon that part of the brain, think of the imaging faculty as expanding into larger and greater fields of thought. Your mental creative power will thus become greater and greater, you will grasp a much larger world of thought, action and possibility, and the superior ideas and plans desired will soon be secured.

The Intellectual Brain. The eighth division of the brain, as illustrated in Fig. III, is the seat of pure intelligence, reason, judgment, analysis, conception and understanding. Every cell in the brain is animated with intelligence, because intelligence is an attribute of every faculty of the mind, but it is through the intellectual brain that the mind functions when it thinks with that form of intelligence that not only knows, but that knows that it knows. Whenever you attempt to understand any particular subject or object, turn your attention upon the intellectual brain, and try to think directly with that part of the brain. Do the same when you reason about anything, when you pro-

ceed to analyze anything, or try to find the solution for any special problem. Concentrate subjectively upon the intellectual brain for a few minutes several times a day; and while you concentrate, try to *see through* every thought that comes into your mind at the time. This will increase remarkably your power to know, and will, at the same time, increase the general power of your mental ability. All ability depends, to some degree, upon the power of your intellect; therefore, whatever your work, give special and daily attention to the development of the intellectual brain. As the faculty of pure intellect, reason and understanding is increased in efficiency and power, every other active faculty in the mind will also increase in efficiency and power. It is the intellectual brain that guides the whole brain; and, therefore, intellectual advancement means general advancement; but this general advancement in every part of the brain and the mind will not be satisfactory unless the whole of the brain is developed in proportion. Develop the intellectual brain continuously, no matter what your work; give special and continuous development to that part of the brain that is employed directly in your work; and give general development to your whole brain; this is the perfect rule to follow in order to secure the proper results.

The Increase of Business Ability

TO become successful in the commercial world, that entire region marked "business ability" in Fig. IV should be developed. Concentrate subjectively upon this region for ten or fifteen minutes every morning before going to work, and repeat the concentration for a few minutes several times during the day. When you concentrate upon this region animate your concentration with a deep, strong desire to make this part of the brain larger, more powerful and more efficient. Be alive and enthusiastic during the concentration, but be fully poised and self-possessed and positively expect results.

It will be noticed that that part of the brain marked "business ability" in Fig. IV includes the first four divisions, as indicated in Fig. III. Therefore, in concentrating upon the region of "business ability" it will be well to take these four divisions separately at various times of the day. Take ten or fifteen minutes every day for the development of this region as a whole without any thought as to its divisions. Some time during the day give a few minutes to the practical brain; at another time during the same day give a few minutes to the mechanical brain, and likewise to the financial brain and the ex-

executive brain. Give most of your attention, however, to that division that seems to be smaller or less efficient than the rest.

The practical brain and the financial brain should receive the most thorough development when the individual is engaged in the general business field. But the mechanical brain should always be a close second, as the power to construct, build up, enlarge and develop is absolutely necessary in the working out of a successful business enterprise. When the management of an enterprise demands the greatest amount of attention, the executive brain should receive the most thorough development, while the practical brain should receive the first thought when the working out of details constitutes the principal line of action.

Speaking in general, the manager of an enterprise should constantly develop the executive brain; the general office force should constantly develop the practical brain, so that the ideas of the manager would be actually and efficiently carried out; the financial heads of the concern should constantly develop the financial brain, while every one connected with the enterprise should give daily attention to the entire region of "business ability." In addition to the development of general business ability, the man who would become a great power in the commercial world, should also develop "originality," the secret of greatness (See next issue), and "intuition," or finer insight (See Fig. 1, last issue), the power to *see through* every circumstance and condition and thus take advantage of the right opportunity at the right time.

Men and women who occupy stenographic or clerical positions should develop the practical brain in particular and the entire region of "business ability" in general. Those who are employed in any form of constructive work should give special attention to the mechanical brain and the practical brain. If your clerical position is principally in connection with money, develop the practical brain and the financial brain. Foremen, superintendents and managers in factories should develop the executive brain and the mechanical brain; while those who manage financial institutions, or who superintend

the selling of products, should develop the executive brain and the financial brain. The executive brain and the practical brain should be developed by those who manage the detail work of any business concern; and it must be remembered that those who manage or superintend, in any manner whatever, must also develop the volitional brain.

Whenever you concentrate subjectively upon any division of the brain, try to increase the active power of the faculty that functions through that part; and also try



FIG. IV.

to improve the quality of that faculty. This is readily done by combining the proper desires and mental attitudes with the action of concentration. When you concentrate upon the practical brain, desire the power of practical application; think deeply of what it actually means to be practical, and try to evolve perfect system out of every group of thoughts, ideas or plans that appear in your mind at the time.

When concentrating upon the mechanical brain, deeply desire to construct, invent and build up; try to put together the different parts of your business in every imaginable combination, and try to work out a combination that will be far superior to the present arrangement. You thus develop the constructive brain and

the mental faculty of construction at the same time; besides, you are liable, at any time, to invent a combination in your business affairs that will double your success.

When you concentrate upon the financial brain, desire wealth; desire a vast amount of legitimate wealth, and make up your mind to secure it; think deeply of that power in human action that accumulates, that gathers together, that produces increase, and try to *feel* that that power is becoming stronger and stronger in you. When concentrating upon the executive brain, think constantly of the practical art of management; examine the governing power from every point of view, and

analyze as perfectly as possible that faculty in the human mind that is naturally adapted to manage, govern and rule. Deeply desire this faculty, this power, and inspire your desire to govern with the positive conviction that you can. In this manner you not only develop and enlarge the executive brain, but you also bring forth into practical action all the mental qualities that go to make up executive power. In consequence, you will constantly gain greater and greater executive power, and if you continue in your development you will, in the course of a reasonable time, be able to manage successfully the most extensive enterprise in the world.

Important Facts

WHEN thought and attention are concentrated subjectively upon any group of cells in the brain, those cells will multiply in number, and there will be a decided increase in their efficiency and energy-producing capacity. Accordingly, that mental faculty that functions through those cells, will express greater power and a higher degree of ability. Any part of the brain can be developed to an exceptional degree by this method, but the concentration must be subjective; that is, it must be *deep* and *alive*, and must actually *feel* the real or inner power of its own action.

Every division of the brain is in two corresponding parts, one part appearing on the right side of the brain and the other on the left; every group of brain cells on the right side has a corresponding group on the left side; therefore, in concentrating for brain development, give attention to both sides, first changing from one to the other, and later, as you become more proficient in the art of subjective concentration, give your attention to both sides at the same time. Always begin all concentration at the brain center, and move the action of your concentrated thought toward the surface of the brain, giving special attention to the cells on the sur-

face, as these are the most important.

Whenever your ambition is aroused, concentrate the force of your ambition upon that part of the brain through which you must work to realize your ambition. That is, if you are ambitious to become a great financier, turn your attention upon the financial brain; or if you are ambitious to become a great inventor, turn your attention upon the mechanical brain and the imaging brain whenever you feel the power of ambition arising within you; or whatever you are ambitious to become, turn the force of your ambition directly upon that part of the brain that must be developed before your ambition can be made true. You thus develop the necessary faculty, and gain the power to do the very thing you desire to do.

To push the development of any one faculty, concentrate subjectively for ten minutes every hour, on that part of the brain through which that particular faculty functions. But before you begin, always place your thought in the conscious feeling of the finer forces of your mind. When concentrating upon any part of the brain, picture in your imagination the faculty that functions through that part, and draw a mental picture of that faculty in the largest, highest and most perfect

state of development you can imagine. You thus impress superior mental development upon every brain cell, and gradually every cell will grow into the exact likeness of that superior development.

During subjective concentration the mind should be well poised, deeply calm, but strongly determined to secure results. Act in the feeling of unbounded faith; believe thoroughly and deeply in the process, and you will arouse those finer and greater forces in your system that can make the process a remarkable success. Ten to fifteen minutes is usually long enough for an exercise in brain development, but you may continue for twenty minutes if you feel that you are having exceptional results. Exercises may be taken every hour or two, but never directly after a meal, as a perfect digestion demands that your mind be perfectly quiet for at least an hour after partaking of food.

When you concentrate upon any part of the brain, use good suggestions and affirmations that tend to work in harmony with the development you desire to promote. When you concentrate upon the

region of intellect (See Fig. 1, May issue) repeat mentally, with enthusiastic conviction, "My mind is clear and lucid," "My mind is becoming more and more brilliant," "My mind is growing steadily and surely in the power of genuine understanding," "My intellectual capacity is constantly on the increase," "I am gaining the power to know, to discern, to comprehend and to realize every fact and every truth that I may desire." Formulate similar suggestions and affirmations as your needs may require, and try to *feel* that you are moving into those greater things that your affirmations tend to suggest. When you concentrate on the volitional brain use suggestions that suggest greater will-power, greater personal force and greater self-control. When you concentrate upon the practical brain use suggestions that suggest the increase of the power of application, the power that does things. In brief, whenever you concentrate, use suggestions that will prompt your thought to work *with* the process of development. You thus cause all your forces to work together in promoting your purpose, and great results will invariably follow.

Special Note. For further information on the first principles in "subjective concentration" and "practical brain building," see March, 1909, and May, 1909, issues of this magazine.

Next Month. "*How to Remember*," and "*How to Develop Originality*," the secret of greatness. Both subjects illustrated. Also additional practical information on ability, talent and genius.

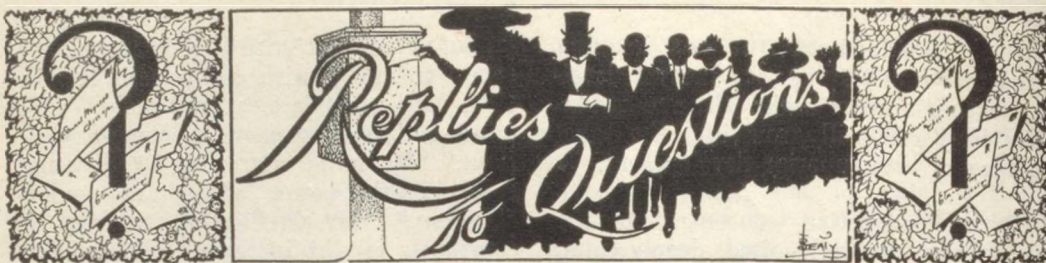


While you are waiting for opportunities to improve your time, improve yourself.

Take things as they are and proceed to remake them according to your own ideal.

You get what you expect because the force of expectation gives the mind the power to secure what you expect.

Be thoroughly contented with your lot to-day, but declare constantly that your lot shall be much better to-morrow.



What is the meaning of the statement, "To him that hath shall be given?"

C. G. T., N. M.

There is a chapter on this subject in "The Ideal Made Real," and a brief article on the subject will be found in the May, 1907, issue of this magazine. Copies can be supplied at regular price.

My desire is to secure a position in the commercial world, but for various reasons my friends discourage me in the matter, and my determination is weakened thereby. How can my determination be made so strong as to counteract the discouraging advice of others?

D. E. S., Can.

The first essential is to realize that you, yourself, must be the creator of your own future, and that it will be impossible for you to do justice to yourself unless you follow your own strongest inclinations. Be fully convinced that your purpose is in harmony with your ability, then proceed to carry it out regardless of what friends may advise. Remember, when you are on the right path, that is, when you undertake that for which you are adapted, you can positively overcome every obstacle that may appear in your way. Proceed with the deepest possible desire to fulfill your purpose, and impress your determination upon your subconscious mind as frequently as possible. This will make the power of your determination invincible, and success will surely follow.

How can a young man of twenty-four remedy an undeveloped condition of the upper part of the body?

R. L. E., New York.

Secure a good system of physical exercises for the chest, neck and arms, and combine this with deep breathing. While exercising or breathing concentrate at-

tention upon the region that is to be developed, and *deeply* desire development. The physical and metaphysical forces will thus combine, and results will be secured without fail, and in much less time.

For a number of years the heat of the summer has troubled me greatly. Can you give the cause and the remedy?

B.

There are two causes—lack of vital energy and poor circulation. The remedy is to build up your nervous system, increase your vital energy and learn to keep your circulation full and strong all through the body. Would advise you to read carefully the article on the cure of nervousness in this issue, and also "Poise and Power." The price of this book is 50 cents.

Will you give me a simple definition of the term, subjective or subconscious?

J. C. B., N. C.

The terms "subjective" and "subconscious" mean the same and always refer to that which exists back of or within the object, the objective always representing the visible. The objective mind is that part of the mind that acts in wide-awake consciousness. The subjective mind is that part of the mind that lies deeper in consciousness, or that exists back of the objective. The subconscious mind is the same as the subjective. For a further study of the subconscious mind read "The Great Within." You become objectively aware of the subjective as you develop the consciousness of the finer elements in your being. For further information on this subject read **THE SCHOOL OF GENIUS** in the January, February and March issues of this magazine.

(Continued on second page following.)