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SUNDAY, FEBRUARY 9, 1913.

PASSING EVENTS

Four days of Lent have passed. So have thirty-four of the days of the Thirteenth assembly. Likewise, we find ourselves upon the sunny side of winter, with daylight hours lengthening daily and spring almost within sight. The remaining days of Lent will be well employed if they are devoted to the purpose for which they are set aside; this will be easy to do for there are special religious services in progress which will extend well along into the Lenten season; these are in addition to the regular devotions of this period. Missoula has special opportunity, this year, to be good in Lent. As to the legislature, it seems useless to hope that its members will do much more good in the twenty-two days which remain for their work than has been done in the days which have passed into history, but it may not be amiss to express the longing that they may do no more damage than has already been done. If this turns out to be the case, the sin of the lawmakers will be of omission rather than of commission and, in this instance they will not be so bad. As to winter, the week brought a large and active installment of it. It may seem out of reason to talk of spring under the conditions which the weather man has imposed this month, but it is not. We must have just about so much winter and the sooner it is over, the sooner we shall be able to greet spring. All in all, last week carried us along pretty well toward getting our share of winter quickly and condensed.

REVIVAL WORK—Dr. Smith and his associates have completed the first week of their special religious services in Missoula. The weather conditions have been against them but they have, nevertheless, drawn good audiences and they have awakened not a little interest. Music forms a conspicuous part of their work and it is good music; it pleases and attracts. Good music always does this. The sermons of Dr. Smith are of the right sort, it seems to us. They are vigorous and they are direct, but they are devoid of sensationalism. Never has there been an evangelist here who has made so favorable an impression, as far as we have been able to judge. There has been no lack of force in the appeal of this evangelist, but he has shown himself to be human in his relations to his audience and he has manifested a breadth of view which is pleasing in contrast with some of the evangelist speakers who have visited Missoula. Always there is a field for this special work; always there is good to be done along the line which Dr. Smith is following. We believe this worthy apostle of right living has struck the right note; we like the way he talks. He has not abused this community and he has not flattered it. He has been outspoken without being abusive. Our own observation has been that Dr. Smith's work here is bound to be successful; this opinion is strengthened by the statements which we have heard from others. The hands of this good man should be upheld. His services are growing in interest; they should be met with increasing support in town.

WINTER DAYS—The week brought winter days and nights. They were real winter, all of them. About the

MONTANA PUBLIC LIBRARIES

Space is given in The Missoulian this morning to the presentation of a symposium from leading librarians of the state, most of them connected with the public libraries in Montana's larger cities. The theme of the discussion is the extension of the field of these institutions. It is interestingly presented and well argued. Montana is forward in the support of educational work; the public library often reaches where the school cannot and always it is an invaluable supplement to the schoolroom. The broader the field of its influence is made, the better will it serve the public.

We will not undertake, this morning to enter into the discussion of the topic which furnishes the theme for the interesting symposium mentioned. That subject is treated there by experts who are able to present it convincingly and who, we think, have done so. Rather, we desire to offer some comment upon the work which the public libraries in Montana are doing and to emphasize the benefits which the state is receiving from these institutions, through the capable and earnest people who are their executives. There is hardly a city in Montana which has not its public library. It is suggestive of New England in that respect. Some of the cities have handsome memorial libraries, gifts of benefactors who have thus builded the most enduring of monuments. Others are the beneficiaries of the donations of Andrew Carnegie. All have excellent accommodations for their books and in each the library has become something more than a mere collection of volumes.

It is one of the gratifying features of Montana's development that her cities have come to regard libraries as necessities. That the authorities have placed in charge of these libraries, wherever it has been possible, expert librarians, is further to the credit of the progressive spirit of the state. These libraries occupy an important place in the educational work of the state. How much good they are doing is not realized by many people of the state. One has but to know the questions which are brought daily to the librarian for her aid in solution, to understand the place which the public library has won with the public of Montana.

Endless are these questions and of a range which is almost bewildering. And the librarian welcomes this fusillade of inquiry. It means that the library is something more to the people than a storehouse of stories for the entertainment of winter evenings. It means that the people of Montana are recognizing the public library as a repository of information. The growth of the reference departments is proof that this recognition is general.

Of the endeavor to familiarize the children with the use of the public library, the public is learning something, but it requires actual contact with the work to understand how remarkably this effect is gaining ground. In some cities, perhaps in all, there is hearty co-operation between the schools and the library and the latter places at the disposal of its juvenile patrons excellent material, supplementing the regular work of their studies. In the Montana libraries with whose work in this line we are directly acquainted, this feature has become one of the most interesting of the library activities. Specially valuable is this work because it familiarizes the young folks with the intimate use of books.

Of the extension of the usefulness of the library to the rural districts there is much to be said which is favorable to the plan. The Missoula public library has made an independent effort along this line for several years with conspicuous success; had there been funds available, the work could have been much more effective, but it has been of great service to several Missoula-county communities as things are. The work has been appreciated by the rural communities which have received its benefits. It has been a pleasurable feature of the work on the part of the library.

We assume that the Missoula public library is typical in its work of the other similar institutions in the state. Its growth has been remarkable during the past decade and it has outgrown its present quarters; already plans are made for doubling the facilities of the library and it is hoped that four months from this date the library will occupy adequate quarters.

Always and everywhere the development of a public library entails a vast amount of volunteer work. Taking the Missoula library, again, in illustration, it is not easy to see how the development could have been as great had it not been for the ceaseless devotion of Professor Aber to the welfare of the institution. As secretary of the board of trustees, Professor Aber has been indefatigable in his efforts to advance the interests of the library. He has given of his time and his strength and of the wealth of his ability and experience. And all of this effort has been voluntary and without recompense. Missoula owes much to this earnest man.

The state and its cities cannot afford to be niggardly in their provision for public libraries. Money spent here, if it is spent properly, is a splendid investment. There should be liberality as great as in the consideration of the schools. The state has never been backward in this regard and it may be depended upon to improve the facilities of its libraries as greatly as possible.

only comfort we had here in Missoula, came from reading the temperature reports from other places. When the reports came in we found that we were the original banana belt—the temperature mark was ours. Then we got warm at once. The university weather observatory added to the enjoyment of the occasion by furnishing snowfall statistics which gave this season second money in the championship contest for depth of snow. We have no ambition to take first money this season and we are willing to have the steam turned on whenever the weather man will take his foot off the hard pedal. The cold days brought unusual activity on the part of the King's Daughters and the mamma society, as old days will. These two organizations have been doing specially good work this season; they have relieved much distress—rather, they have prevented it, for they have anticipated in

of the devil; but they fought none the less effectively. During their stay in Missoula, they were brought face to face with several critical situations, but always they met the emergency and always they were equal to it. The gentle, sweet-faced woman and her energetic husband did much good here; their Christmas-time campaign was fruitful of results and they established a fund for all-winter relief work in connection with their Christmas-cheer efforts. Last week they were transferred to Billings. Missoula commends them cordially to the Yellowstone capital.

HOLIDAYS—This week brings us Lincoln's birthday and Valentine day. The Lincoln holiday, this year, is especially significant. It is an important anniversary and in the great state of Illinois, from which the great president went to Washington, the anniversary will be made the occasion of impressive ceremony. Elsewhere, this morning, The Missoulian describes the details of this formal recognition of the martyred executive. But, all over the nation, there should be special stress laid this year upon the observance of Lincoln's birthday. He came forward at a great national crisis and we are facing now a crisis no less replete with significance as to our national existence. Lincoln met his crisis bravely and with devotion to principle. His example should be always before us as we consider the new problems which we have to solve. His attitude was as charitable as it was courageous. His was the type of citizenship which we most need in this later emergency. His life furnishes us with an example which should always be kept before us; our children should be taught his lesson of self-sacrifice and unflinching adherence to right and the other is wrong. And the great problems of our national existence can never be solved unless they are faced in the bright light of patriotism. And it was Lincoln who gave us the best example of the citizenship which meets these problems thus—the citizenship which must solve them.

VALENTINES—This year it is the fashion to send your sweetheart flowers for her Valentine remembrances. It is a pretty fashion and worth adopting. Flowers are ideal messengers when the message is laden with the sentiment of Valentine day. The new custom is prettier than the old, though it has by no means supplanted it entirely. But flowers speak of love and love is the keynote of Valentine day. So, if you can, let bright blossoms carry your word of remembrance on Valentine day. If you can't get flowers, send something else. But be sure you don't forget the date—send something. The heart which contains no spark of love beats dully indeed. Valentine day is the lovers' holiday. If your heart does not respond to its call, you're out of the running, that's all.

A SUCCESS—One event of last week should receive mention this Sunday morning. It was important in Missoula. A great singer came here in concert tour. Missoula greeted her cordially. An audience turned out which was large enough to make of the concert a financial success and that is, perhaps, the best way to estimate the interest of a community in classical music. The Philharmonic society managed the visit of Madame White. The society deserves the compliments which it is receiving; in this one act alone, it gave sufficient warrant for its existence. The Philharmonic has awakened new interest in high-class music in this city; its own concerts have been much appreciated and this latest manifestation of its activity along good lines merits the very cordial expression of appreciation which it has received.

When the attorney general of the United States gets to playing favorites, it's time for somebody to holler and it is a good thing that a man in Texas has the nerve to do it.

Mr. Pujos is now evidently satisfied that Mr. Rockefeller's illness was not feigned. But the chairman had a vacation trip to Jekyll island.

Why should the Christian Scientists content a will? If they just think they have the money, they have it, haven't they?

February is not offering much encouragement to railway surveyors, but the latter are going ahead, just the same.

However, on a referendum this weather would receive the unanimous vote of the coal dealers and the plumbers.

New York has to fall back upon the old Becker case, but Chicago has a new police scandal every morning.

If the Thirteenth assembly gives the state a dairy commissioner, it will not have lived in vain.

The progressives in the legislature are not an uncertain quantity. They stand without hitching.

The senate may be forced into doing something. Popular sentiment is strong.

February continues its contribution toward improving winter's batting average.

The fellow is out of luck who doesn't have a Valentine (with a big V).

Sound Advice to Fruitgrowers

(Continued From Page Three.)

my for life, but have made of him, too, a co-operator. In conjunction with this campaign, if the advertising appropriation permitted, it would be well to have a couple of well trained girl demonstrators, who could be dressed in costume to represent the western girl; perhaps in cow-girl costume. Merely walking along the street would set the whole town buzzing. Have them take baskets of sample apples and go from house to house in the better sections of the city, get interviews with the housewives, leave a little cook book, filled with recipes and also with some needed educational matter on varieties, have her sample an apple of the sort we are selling, and then take her order on her nearest grocer for a box or two. It would also be entirely feasible to arrange with the Sperry & Hutchinson syndicate or some other of the trading stamp or coupon exchanges, to accept our copyrighted wrappers as one coupon of a fractional coupon, interchangeable with United Cigar store coupons, Sunday Monday soap and a host of other premium coupons. This would attach a premium feature to our brand, and give us all the advantage of an organized premium department without having actually to establish such a department. Any man whose wife saves soap wrappers and pesters him for cigar coupons knows how strong an appeal they are to the children and women, and to men as well. The desire to get something for nothing being human, is just as strong with the prosperous classes as with the poor. If the plan were carefully worked out, and properly executed, the result would almost inevitably be the thorough establishment of the markets so worked of the given brand and a steady repeat business for carloads from the wholesale dealers throughout the fall season. Later on, when fall varieties were exhausted, another ad could be run on intermediate mid-winter varieties. Another most important feature of this campaign would be the badly needed education of the consumer, the retailer and the wholesaler as to the correct rotation of varieties, and in a short time we could abolish such absurdities as Arkansas Blacks and Ganos selling on the fruit stands in October and November, to sicken and disgust the consumer and kill the demand, while Jonathans and Grimes Golden are being ignorantly held in storage.

Educating the Consumer.

So, by this plan, the consumer also will have been educated by us, whose business it is to educate him, and it will have been done right. The effect would be lasting. As we will have made a friend of the consumer—a co-operator.

This, gentlemen, is my idea of co-operation. Co-operation that is intelligently constructive, not destructive. Destroy the abuses as we find them; yes. But let us be sure we have found them first, or we may destroy something that is inherently valuable, and only needs a little sympathetic co-operation to contribute to our needs.

The progressive methods that I have proposed will cost money, assuredly. But spread out over a large volume of business, with growers co-operating and supporting, the per package cost would not be high. Three cents per box would do a very great deal; five cents per box would do more, and in my judgment would return in increased profits many fold. Our industry has reached a point where such methods are not an extravagance, not a luxury, but a necessity. We have got to spend money to make money.

And finally, in conclusion, it may not be a violation of the proprieties of this occasion if I illustrate the principles which I have but crudely sketched by referring to the institution with which I am connected—the Northwestern Fruit exchange. Organized at the beginning of the shipping season of 1910, the exchange has expended \$150,000 in the development of a system of merchandising, specifically adapted to northwestern fruits. We firmly believe in the principle of f. o. b. sales, for many valid reasons. First, it is the accepted and proven system by a great majority of the successful fruit industrialists. The United Fruit company sells 75,000 cars of bananas annually on an f. o. b. basis strictly. The California Vegetable union, American Cranberry exchange, and scores of others, the most successful in their several fields, all operate on this principle. We contend that the fruit is worth more f. o. b. shipping point, than at any other point; worth more intrinsically; worth more as an article of merchandise for the merchant wanting it for immediate sale; worth a good deal more to the merchant wanting it for storage purposes. It would therefore seem that the shipping point is the place where it would be most desirable for the grower to have his market established. At that point we can absolutely guarantee, if we are careful enough, that the fruit is strictly first-class. We cannot do that—absolutely—24 hours after it has left shipping point, but we can say every thing good about it while it is at shipping point that could possibly be said about the fruit, and say it truthfully. Again, if the market is established f. o. b. it means the crop is a cash crop to the fruit growers. With interest rates ranging from 8 to 12 per cent, that in itself is a big item. As a matter of fact, the exchange made a record for the entire season of 1911 of an average of 24 days between date of shipment and date of full payment for every car handled during the season. Furthermore, during the season of 1911, the exchange sold for one association that I could name nearly 75 per cent of its entire output prior to the harvest of the fruit from the trees, and 99 per cent of the whole, f. o. b. shipping point.

Sales Department.

Another very important feature of our problem which shows the great need of co-operation is in the operation of the sales department. The

exchange believes that there is only one system which is practical in a large scale operation of perishable fruits, namely, resident salesmen. The value of any commodity is based on supply and demand. In order to obtain maximum value, the sales manager must have, at his daily command, the whole demand of all the markets of the world. Travelling salesmen, as a main system, is expensive and impractical. I know of one large producer who tried that system, and he says it cost him \$200 per car to sell his fruit at unsatisfactory prices. The trouble is that the travelling salesman and the demand only meet by accident. It takes one man 30 days to cover the state of Iowa thoroughly. When he is in Keokuk the demand may be in Council Bluffs, and vice versa. The average fruit dealer buys from here to month, and does not anticipate his wants very far ahead. Only a few of the larger operators in the big cities do that. That the principle of resident salesmen is correct, it is only necessary to point out that practically everyone of the large successful organizations have adopted it; the California Fruit Growers exchange, the United Fruit company, etc. In the same government publication from which I have already quoted, appears the following:

Resident Salesmen.

Now, given the necessity of having resident salesmen in all the markets, the problem that confronted the exchange (and it is the problem of the whole industry) was how to maintain without assistance, such a comprehensive and costly system. The California Fruit Growers' exchange can do as they are dealing in a commodity which is packed and shipped from their own total volume of the year, California every day in the year. Their system of sales branches costs them, so I have heard, \$25,000 per month, or \$300,000 per year. The United Fruit company can maintain 52 branches of their own throughout the year, and without assistance, as they, too, have a product which is shipped the year round. But we in the northwest are dealing in a commodity which is harvested through a period of about 100 days, and marketed through a maximum period of about six months. No matter, then, what our total volume is, we can never afford to maintain a branch office system without assistance, unless we wish deliberately to adopt an economically wasteful method. For, with the salesmen busy six months and idle six months, there would be not only an unthinkable economic waste, but also deterioration in the men. No man can work actively for six months and loaf the other six months, and be as good a salesman or business man at the end of his six months' idleness as he was before. Besides all this, the men would fall out of touch with the trade and become rusty. Had the exchange been unable to find a solution to this question before it started business, it would never have started. It found the solution in operation. It found there were other associations in other parts of the United States, producing other and non-competitive fruits and vegetables, whose commodities came into the market at opposite or nearly opposite seasons to ours, and who had the same need for resident salesmen that we had, and who had also the same economic problem. And by intelligent combination of these factors, a tonnage was provided that rotated all the year round, and the service thus co-operatively established, was put in charge of specially trained superintendents and has worked beautifully and at a cost vastly lower than any one of the co-operating concerns could have created it independently. At the present time there are 123 branch sales offices in the exchange system. Each of these offices is responsible for a certain territory in its vicinity. Thus we aim, and come very near, to being in contact, every day of our active season, with every one of the 10,000 carload buyers of fruit in the United States and Canada.

Foreign Markets.

Recognizing from the first the importance of developing the foreign markets to their capacity, the exchange sent the speaker to Europe last summer to make a personal study into the conditions and establish such connections as were necessary. As a result of that investigation, the exchange decided to establish its own office in London, under salaried management, and was most fortunate in opportunity of engaging as manager of the office a fruit man of unusual training and talents, trained in the business on both sides. An exclusive agency was also established in Germany, the exchange agents controlling the only system fruit branch houses in Europe. Those branches are in Munchen, Cologne, Essen, Frankfurt, Mannheim, Leipzig, Dresden, Munich, Berlin and Hamburg; the headquarters being in Bremen. The managing director of the agency, by special arrangement, visited the northwest in August and September, making a careful study of conditions here, in order better to fit him for the work.

However, I feel that there is danger of over-estimating the capacity and the extent of the foreign markets. In fact, I think they are already being very generally over-estimated. The fact is that the capacity of Germany at the present stage of her industrial development is not much over 250,000 boxes of northwestern apples per annum, at profitable prices. More than that amount is being shipped there this season, but the results have been that for the past few weeks, at every sale in Hamburg, there have been from 20,000 to 20,000 boxes of apples offered and out of each sale from one-third to one-half left unsold for lack of a bid. It must be remembered that by the time first cost, transportation, duty, interior freight, high taxes, etc., necessary to deliver a box of our apples to the interior of Germany are added, the result is an article of luxury, which, only the rich man can afford to buy. It is not for the man in the street, who earns from 2 marks to 4 marks daily. Again, the great difference in the value of money must be considered. Four marks, German, is about \$1 American, so that a box of apples which sells for \$3 in Germany, being in the German equivalent to about 12 marks, but 1 mark (23.8) will buy in Germany, in the necessities of life, what \$1 will buy in America. So that the man who pays \$3 for a box of apples, or 12 marks is really exchanging, in terms of the necessities of life, not 12 marks but \$12. There are not many Americans who could afford to pay \$12 per box for apples. Nor are there many Germans. Perhaps when freight rates are lower, and as the condition of the working classes in Germany improves, ways and means may be found to increase the consumption materially. The foregoing is also true, to a large extent, of England as well as Germany. And even more so of other European countries, where money is even cheaper than in Germany. Heavy duties limit the introduction of our apples in Russia; also, in France. There is a small business in Scandinavia, but the total population is not great and the masses are poor. All of these markets are easy to congest, and under such conditions they are far less elastic than American markets of similar size, and are liable to slump very violently and disastrously.

I do not wish to be understood, from the foregoing, that I am not in favor of developing the foreign markets. On the other hand, the exchange has shown that it does believe in so doing, in the most practical way. But neither do I believe in holding castles out of thin air. The foreign market, in my judgment, will prove to us, as they have to most other American manufacturers, chiefly valuable as an outlet for our surplus, which we can use to take the pressure off our home markets. We shall have to make our money in our home markets, and, save in exceptional years, will have to sell our goods in the foreign markets at something under American parity. There are other parts of the world in which markets may be developed, besides Europe. There is South America, the markets of which have been partially developed, but which this year have been glutted with northwestern apples, partially due to insufficient cold storage accommodations which are necessary because of the infrequent steamer service. Then there is South Africa, which appears to offer a market at certain seasons of the year. Australia has been partially developed but the trade is limited on account of the insufficient and infrequent steamship service. There is some market in the Philippines and a small market in the Orient. Of the exact conditions in some of these markets, very little reliable information is available, and the exchange is now considering the employment of a foreign trade commissioner to cover the markets of the globe and make a close personal study not only of their present capacities but of their possibilities. This tentative plan of the exchange will be put into effect in the near future, with the approval and support of its co-operative membership. Also, with the approval and support of its members, it proposes to put into practical working effect next season its policies of advertising, exploitation, education and co-operation all down the line straight to the consumer.

OUT OF DANGER.

San Salvador, Republic of Salvador, Feb. 5.—The president of Salvador, Dr. Manuel E. Araujo, is now considered out of danger from the effects of the wounds inflicted on him on Feb. 4 by a would-be assassin.

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