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ESTABLISHED 1873

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WED. MORNING, MAY 16, 1917.

When a day passes without a murder Butte begins to brag of reform.

Oh, for a Theodore Roosevelt who could summon 180,000 soldiers of the soil.

Why should T. R. worry when he got enough glory in the Spanish war to last a lifetime?

Japan, being the nearest country with direct railway communication, should push Russia back in.

For the benefit of slackers it may be stated that there are four days left in Missoula's clean-up week.

Since Billy Sunday is so successful in talking people over to his side, why not send him along to get the Russians into line.

Certain congressmen would find the route to re-election much easier if they could gag the newspapers of their districts.

The shortage in wheat has evidently distracted the peach crop paragraphers from their annual output of seasonable jokes.

The most depressing form of commercialized vice is found in the use of the American flag for socks, neckties and handkerchiefs.

It is getting close to the time for revision of Kitchener's prophecy that the war would last three years. Anybody may have a guess now.

The way to peace will be made easier if the Germans will kindly shoot over the heads of our baseball players in the event of their conscription.

The Wichita Eagle is on firm ground in the assertion that when the people begin to discharge fire arms at their rulers it is a sure sign of discontent.

As a sample of German efficiency we recommend Von Bethmann Hollweg's card indexed system of peace proposals for each day of the month.

Jim Patten, head dealer on the Chicago Board of Trade, will begin war time economy by cutting down subscriptions to the churches of Evanston.

While loafing on a job is not to be encouraged we favor an exception in the case of the Belgian soldiers who have been conscripted in the German army.

If you feel discouraged over the progress of things remember that the man who brought the first wagon into Montana died only the other day at Alder Gulch.

We find nothing new in Sam Blythe's statement that the Chinese regard business as a contest of wits. That idea has been worked out in this country though some people fail to see the funny side of it.

Somehow the impression seems to be that the 8 per cent excess profits tax is a tax on Wall street. That is an absolute mistake.—Chicago Tribune.

Then why, may we ask, does the loudest roar against it come from Wall street?

There are good reasons for believing that the proposed tax bill favors the south at the expense of the north. The eagerness with which the southern Democrats have grabbed the big offices in this administration shows that they are not taking a morning canter in the saddle for their health.

Fortunate is the girl that was kissed by Joffre. In after years there will be grandchildren and great grandchildren—let us hope—who will say, their lips kissed the lips that Marshal Joffre kissed. And incidentally why could not Joffre help the Red Cross fund by selling these kisses at several francs each?

For some time we were at a loss for a reply to one of Missoula's clubwomen who wrote to The Missoulian that the men who are yelling for economy should begin by cutting off all forms of tobacco. Then we remembered that it would never do because thousands of employes in the tobacco factories would be thrown out of work and left idle in the streets.

P. S.: We believe this argument has also been made with reference to the inordinate use of alcoholic liquors.

ALL MUST HELP.

Missoula needs and must have a swimming pool for its boys and girls. That much said, everyone must get in and help.

The drowning of little Maurice Llafet emphasized a want that has been felt too long. The life of that lad was worth more than the cost of a dozen natatoriums. Too many small boys have been lured to death in the river by their yearning for a swim. A boy's love for swimming is inherent. The right to swim belongs to him. It is his birthright and we are for him.

A campaign to provide a swimming pool has been started, but it can succeed only with solid co-operation all along the line. Everybody must help. The smallest contribution will be just as welcome as the largest and the more of them the sooner the boys and girls will be made happy. Subscriptions may be sent to the secretary of the chamber of commerce or to The Missoulian office.

We hope the various civic organizations will lose no time in promoting this effort. The Woman's club should become active. Mothers, of all people, should be interested in the movement. Committees to raise funds should be started to work; benefits should be planned and every effort made to push the project with all speed.

Our sister cities are far ahead of us in this respect. Billings, Helena, Butte and Great Falls have swimming pools. Missoula must not lag behind. The details may be worked out later along with the location which should be carefully chosen.

Now, get to work, everybody, and see how soon this job can be done.

THE IRISH REPUBLIC ALIVE.

The details of an important gathering that missed the cable are revealed in one of the London exchanges.

A Sinn Fein convention was held in Dublin last month. The flag of the Irish republic was flown and a declaration was adopted proclaiming Ireland to be a separate nation and denying the right of any foreign parliament to make laws for her people.

One plank of the platform, as we would term in this country, reads:

> That our claim for complete independence is founded on human right and the law of nations. We declare Ireland has never yielded to and has ever fought against foreign rule, and we hereby bind ourselves to use every means in our power to obtain complete liberty for our country.

The Sinn Feiners demand a place for the Irish republic in the Peace congress after the war and that the Sinn Feiners held as prisoners after the rebellion be treated as prisoners of war and not as convicts.

A significant feature was the attendance of a surprisingly large number of Roman Catholic priests, who heretofore have been unsympathetic with the movement.

The really amazing thing, though, is that all this could have happened in the open without any apparent effort of the English government to stop it.

The explanation, and the only one, is that the government at Westminster realizes that it is dealing with a movement that must be guided rather than crushed.

There is no more tragic chapter in history than the execution of the young men who led this rebellion. They were the flower of Ireland's intellectual life. With the fire of patriotism glowing in their hearts these young poets and teachers sacrificed their lives for liberty as truly as did Nathan Hale or Edith Cavell.

That their execution was as unnecessary as it was cruel is sufficiently shown by the action of the English government in carefully refraining from interference with the last Sinn Fein convention.

OUR UNUSED LANDS.

Herbert Quick of the farm loan board points out the folly of plowing up lawns and parks and tennis courts for garden purposes when at least 40 per cent of the arable land of the United States is uncultivated. In his own words such a policy "would be like urging all the old ladies to knit sweaters, while permitting scores of textile mills to remain idle." For every hundred acres now cultivated there are approximately 375 in reserve. Secretary Lane recently stated that in the west there are 240 million acres of unallotted land, an area larger than France and Italy combined, and "capable of providing six million people with 40 acres and a mule."

POEMS YOU OUGHT TO KNOW

"Whatever your occupation may be, and however crowded your hours with affairs, do not fail to secure at least a few minutes every day for refreshment of your inner life with a bit of poetry."

(John Keats.)

John Keats was born at London in 1795. He studied medicine, but after passing his examinations he never practiced. About this time he became acquainted with Shelley, Leigh Hunt and Haydon. In 1820 he went to Naples on account of his health, and from there to Rome, where he died in 1821. His longer poems are: "Endymion" (which poem was most severely criticised at the time of its publication), "Lamia," "Isabella" and "The Eve of Saint Agnes."

Ode on a Grecian Urn.

Thou still unravished bride of quietness,
Thou foster child of Silence and slow Time,
Sylvan historian, who canst thus express
A flowery tale more sweetly than our rhyme;
What leaf-fring'd legend haunts about thy shape
Of deities or mortals, or of both,
In Tempe or the dales of Arcady?
What men or gods are these?
What maidens loath?
What mad pursuit? What struggles to escape?
What pipes and timbrels?
What wild ecstasy?

Heard melodies are sweet, but those unheard
Are sweeter; therefore, ye soft pipes, play on;
Not to the spirit ditties of no tone;
Fair youth, beneath the trees, thou canst not leave
Thy song, nor ever can those trees be bare;
Bold lover, never, never canst thou kiss,
Though winning near the goal—yet do not grieve,
She cannot fade, though thou hast not thy bliss,
For ever wilt thou love, and she be fair!

O, Attic shape! Fair attitude! with brede
Of marble men and maidens overwrought,
With forest branches and the trodden weed;
Thou, silent form, dost tease us out of thought
As doth eternity: Cold pastoral!
When old age shall this generation waste,
Thou shall remain, in midst of other woe
Than ours, a friend to man to whom thou say'st,
"Beauty is truth, truth beauty"—that is all
Ye know on earth, truth, and all ye need to know.

Talk of the Town

Gardens have suddenly sprung into prominence. Weather is now the subject of discussion more in regard to its effect on vegetation than from a standpoint of personal comfort. Many and varied are the stories concerning the amateur gardeners; their trials and tribulations. As good a one as has been unearthed is the case of D. D. Richards, secretary of the chamber of commerce and leader in the movement to supply the country's need for foodstuffs.

Operating on the principle of practicing what one preaches, Mr. Richards laid plans for his war garden. Choosing a location close to his base of operations he soon had a large plot ready for seed. The next move was to select several packages of seed sent so freely by Congressman Evans and prepare it for planting. The packages were carefully placed in a kettle and the proper amount of water poured on top of them. The only trouble was that when he began his planting he found that the labels had all washed off the packages and that all the various denominations of the vegetable family were mixed. Lettuce, radishes, carrots, rutabagas and other varieties are now all planted together in one corner of the Richards garden. "All I need for a New England boiled dinner is a ham bone," was his comment. It was suggested also that the outcome might be succotash.

Automobiles may come and automobiles may go, but it remained for G. Firman Gage, local real estate and insurance man, to establish a reputation for his car. His machine is of the Ford type, but has been named the "Twin Two" by its proud possessor. The most individual feature of this auto is its unique method of announcing its comings and goings. If you are about to cross the street and hear in the distance a noise which reminds you of a duck with the pip, be careful for somewhere within striking distance is this remarkable car and its still more remarkable driver. The "Twin Two" is rapidly developing into a municipal institution as its owner is rarely able to locate it. Usually some friend has been in a hurry to go somewhere and has dropped around to the garage and borrowed it. Its owner was considerably preturbed the other day when reports were brought back to town by the Paul Reveres that Gage's car had been wrecked by the fairgrounds. Investigation disclosed, however, that the collection of tin had been heaped on the road to denote that the road had been closed and that the "car" was still in service.

Did you ever see a few kids get mixed up with a whirlwind of sand. It's a great sight, says Assistant Postmaster Howard Schrader, and it furnished several minutes amusement for him the other day. A regular geyser of sand whirled about the dusty street in front of his house for several minutes, and a crowd of youngsters, which increased steadily every minute, jumped into the sand geyser, which was unusually large. Their eyes, noses and mouths were filled with sand and dust, but they enjoyed themselves immensely. Every few seconds the wind would suck their caps off their heads and carry them about 20 feet up in the air, until the geyser lost its force and the caps dropped to the ground. The circus nearly ended in a catastrophe when a couple of boys on bicycles rode into the whirlpool of boys and sand. Their hats blew off, and they were blinded with sand, and in a second's time there was a pile-up of boys and bicycles.

URGE MORE RIVER TRAFFIC.

The problem of getting boats for service on the Mississippi river, to relieve the congestion of traffic on the railroads and lower transportation rates, will be considered at a joint conference of representatives of river associations and commercial clubs in St. Louis.

Uniting in the call for the meeting are the New Orleans Board of Trade, the St. Louis Chamber of Commerce, the Merchants' Exchange of St. Louis, the Upper Mississippi River Improvement association, the Mississippi Valley Terminal league and the Minneapolis Civic and Commerce association.

Alabaster occurs in the New Testament only in the various notices of the "[illegible] of ointment" which a woman brought Jesus when He sat at meat in the house of Simon the leper at Bethany.

Spirit of the Montana Press

FOR BUSINESS AS USUAL.

The necessity for economy, for instance, does not call for skimping to the point of crippling business; rather, it calls for thrifty plans for conserving where there has been waste and for greater production wherever this is at all possible. This we take it, is the purpose of the plans which have been announced by those whom the administration has placed in the position of directors of the preparedness work which the country is just now called upon to perform. Local business should be strengthened as much as possible. Where there is waste it should be checked, but no legitimate expenditures at this stage of proceedings, should be hampered.—Livingston Enterprise.

GET BACK TO OLD METHODS.

Thus, it seems, that in these days we are gradually drifting away from the old barbaric custom of educating children from their necks up, that we are now devoting our time and energies to the more pleasant and useful method of educating them from the knees down.—Big Timber Pioneer.

THE KAISER'S ALLIES.

"Allies of the kaiser" is Mr. Vrooman's phrase for the food gamblers and they truly are. The greatest factor in this crisis is whether the governmen shall be given power to hold down the price of necessities. Men who lobby against such legislation are traitors and should be treated as such. We wonder whether the people will not act—even too drastically, as is the wont of mobs—if the government is not empowered to do something.—Helena Independent.

NO TIME FOR KNOCKING.

The attention of those folks who are fretting because they believe partisanship in ruling in the war is called to the commission named to Russia. Vicious attacks on the administration right now are going to cause some people to be ashamed later on. The people who do it are the same type that called Stanton a tyrant, Grant a drunkard and Lincoln an uncouth ignoramus. Many of them lived to wish they had not said it.—Billings Journal.

MISREPRESENTING MISSOURI.

Now that we have not been kept out of war, it is inconceivable that the patriotic voters of Missouri can be so blind to the interests of the nation and to their own position in the eyes of their fellow-citizens that they will consent to see their state so misrepresented by Messrs. Stone, Reed and Clark. The opportunity to deal with the last-named will come next year. The others must submit to the test at the two succeeding elections. Missouri is good praying ground for patriots just now—and Stone, Reed and Clark have made it so.—Miles City Star.

THE MORNING SMILE.

Today's Sneer.

A Man will inherit a Love of Argument as long as he's the Descendant of Married People.

Darn.

They asked a perfect stranger
To hold the stakes one day;
It seems they made a wager,
But oh, he made away!

Very often when you ask the boss for a raise you at least get a rise out of him.

Modern Inconveniences.

Party lines.
Janitors.
Kitchenettes.
Easy payments.
Germs.

Standing in Line.

Standing in line comes natural to most people. When you go to pay the gas bill you notice that. Everybody seems to be right in the spirit of the thing. They seem to take a sort of pride in the line. Sometime just in a roguish humor try to break the line up. Try to step in ahead of the others. In quite a mischievous mood, of course. It will amuse you to hear what the people in line say. One will perhaps call out, "Where do yuh git that stuff!" And Another, "Git back in line, yuh poor prune!" (Note—We use the words "git" and 'yuh" for humorous effect only, like in the comic drawings.) To carry this little scheme of ours out further pay no heed to the outcries. Or you might toss your head with a little spirit as who should say, "I shan't if i don't choose!" When you have stirred them up to quite a pitch you had best laugh in an easy

way just to show it was all in good fun. All this is'nt quite fair to the others, however, as someone might break an arm in the rush for a grip on your neck.

The Horse.

(Soon to appear in the role of a steak or cutlet.

Man's noblest friend! For long you drew
Our carts along the avenue
And thus thy proper function graced
Till motor-cars alas! replaced
Thy slower bones. And was it meant
That all thy usefullness were spent
And dire Oblivion would wreak
Her blight upon thee, so to speak?
"Neigh!" you reply (the horse has wit!)
"No such a thing and not a bit!
Though patient in a humble sphere
I served friend Man a many year,
See now the honors that befall,
With eggs, potatoes, beans and all
I take my rank! While I was fed
By man for years, now I instead
The human race will gladly feed!"
Oh, Noble Horse! a friend indeed.

SONG OF THE STALWART

(By Grantland Rice.)

"Cowards die many times before their deaths;
The valiant never taste of death but once"——

Whether it's Heaven—or whether it's Hell—
Or whether it's merely Sleep;
Or whether its something in between
Where ghosts of the half-gods creep;
Since it comes but once—and it comes to all—
On the one fixed, certain date—
Why drink of the dregs till the Cup arrives
On the gray day set by Fate?

The coward looks to the gray beyond
And his heart grows white with fear;
The dark is deep that he may not see
As the end of the game draws near;
But the valiant turns to a newer road
That leads through the out-bound gates,
Where each drab soul of the realm must fare
And the Great Adventure waits.

One by one till the line is passed—
The gutter-born and the crown;
So what is a day or a year or two—
Since the answer's written down?
What is a day to a million years
When the last winds sound the call?
So here's to the days that rest between—
And here's to the last of all!

INTERESTING BITS

Writing tablets of boxwood are alluded to in II Esdras, xiv, 24.

The English free sparrow is said to be the exact species referred to in Psalms lxxxiv, 3.

The custom of bserving birthdays is very ancient (Genesis xl, 20. In Job i, 4, we read that Job's sons "feasted every one his day.")

The forty-five foot motor boat Bliss in New York challenged a steel net and a United States destroyer. The boat won't do it again. The destroyer fired.

Attention has been called to the fact that in Tamil, the language of Ceylon, the names for apes, ivory and peacocks are almost identical with the Hebrew.

Apes mentioned in the Bible in I Kings x, 22, and II Chronicles ix, 21, were brought to Palestine from Ceylon, the same country which supplied ivory and peacocks.

Amber, of which the Hebrew word is "chashmal," occurs in the Bible only in Ezekiel i, 4-27 and viii, 2. It is supposed that this Hebrew word denotes a metal and not the fossil resin called "amber."

King David organized a national militia, divided into twelve regiments, under their respective officers, each of which was called out for one month in the year. At the head of the army when in active service he appointed a commander-in-chief.

The Roman army was divided into legious, the number of which varied. Each was under six tribunil or "chief captains," who commanded by turns. The legion was subdivided into ten cohorts, the cohort into three maniples, and the maniple into two centuries. The century originally contained 100 men, as the term implies, but subsequently from 50 to 100 men, according to the strength of the legion.

CONFERENCE NEAR FRONTIER.

Paris.—The recent conference in which David Lloyd George, Alexandre Ribot and Signor Boselli, the British, French and Italian premiers, participated took place in a French town on a siding at a village in French Savoy, near the Italian frontier.

REPAYING THE DEBT

By BRINKERHOFF.

How Advertising Helps the Merchant and His Customer

By M. L. WILKINSON

President, Scruggs-Vandervoort-Barney Department Store, St. Louis.

ADVERTISING Lowers Cost of Distribution—I consider that this, the slogan of the annual convention of the Associated Advertising Clubs, in St. Louis in June should awaken every cell in every brain in the advertising profession.

Once this slogan is established, intelligently, we will have brought relief to humanity and aided a buyer of advertising in fathoming one of the greatest questions of modern commercial life. But why should we doubt the slogan, as advertising is the motive power of business—as gasoline is to the automobile, or electricity to the wave sounds of the wireless message.

Advertising to a business is what the $20,000,000 park and boulevard system is to a city. Parks have power to bring health, contentment and happiness to the people who have the good judgment to vote for such expenditures. Such a city is bound to grow, because the people of the community have shown they are awake, and all of us like to be where things are doing.

Likewise, in your business or mine, we profit by keeping things moving.

Fixed Charges Go On.

We have rent, taxes, insurance, light, heat, etc., to pay as a fixed penalty for being in business, and these expenses go ahead in a store no matter how much or how little business it does.

We cannot greatly reduce such expenses if we are to remain in business at all. But we can make a difference in the relationship existing between these charges and the amount of business we do, so that a smaller expense from such items will be charged to each dollar's worth of goods we sell.

We can rise above these set store expenses by increasing our sales, and we must do that by rendering service which includes everything pertaining to distribution, such as the training of our sales force, prompt and efficient delivery service, etc., and, as the next step we must advertise this service to the people.

It makes no difference what the tradition of an institution may be, or has been, or how strict may be its personnel, I can safely say that no other agency has accomplished more toward the assistance, the success of the business than has honest, intelligent advertising; and to the retail trade, newspaper results crown the list.

Advertising helps a store render better service in many ways.

The delivery of goods, such as exists in cities, would be practically impossible except that a store, through advertising, makes many sales in every section every day. Its wagons stop at many places on a given street or in a certain section of the city. If it were not for that, deliveries would be prohibitive in cost.

Advertising Helps Salespeople.

Advertising helps the sales force. A salesperson, because the customer believes in the store, sells more goods in a day. The cutsomer knows the store could not afford to risk its reputation by selling poor goods.

The store that advertises has no fear that it cannot move its stocks, and so it always has fresh stocks. The public soon learns this, and this helps business.

Because the store which advertises with skill and persistence is able to move its stocks when they are in season, it suffers fewer losses from being overstocked with goods at the end of a season. This means a great reduction in the cost of distribution—in the cost of getting the goods to the public.

At first blush, it might seem that when a store sells something below cost, the public gains, but of course that is not exactly true, for if a store had many such losses, they would have to be figured into the gross profits, or the mark up on the goods, so the losses would be cared for in higher prices all through the establishment. The store that advertises as it should, however, has few such loses, as compared with the whole volume of its sales.

Advertising Keeps Prices Down.

It has seemed to me that one of the most convincing proofs that advertising does lower the cost of distribution, or selling, is in the fact that if the advertising store did not make its advertising pay its own way and a little more, there would soon be great stores rise on the chief corners of our cities and force the advertising stores to the wall. If advertising added to the cost of doing business, it would add to the price the people must pay for goods, and they would be quick to discover that they could do better at stores which did not advertise—and everyone knows that this is not true.

These are some of the reasons why I believe that the slogan for the convention of advertising men, in St. Louis, June 3 to 7, is appropriate, and why I look forward with such pleasure to attending these sessions, when business men will put force and power back of that slogan, and advertising will take another great step forward.