

NEED CO-OPERATION

ESSENTIAL TO SUCCESS IN ALL BUSINESS UNDERTAKINGS.

ON SOME LATE IMPOSITIONS

Schemes Devised to Deceive the People and to Gain Support for Unsound Financial Propositions.

Harmonious co-operation is essential in any successful business. By co-operation is not meant such organization as the communistic and monastic societies found in parts of the European countries, and occasionally existing in America. As co-operation relates to manufacture and commercialism, it simply means a righteous regard on part of employer and the employed for the liberty and privilege of both. It means of the laborer, a just day's work for a just day's compensation; and for the employer, services rendered for the wages he must pay. Interests of both are parallel. One has his capital invested, money employed and the other has also his capital represented by his ability to labor either in a mental or physical capacity.

In England and in parts of Germany, there are numerous societies, the workers in each being common stockholders and participating in all profits according to their holdings. In fact these societies are nothing more than the great railroad companies and industrial concerns of America, only that in the latter the stockholders seldom take an active part in the work performed. One who takes the care to study into conditions in the countries where this form of co-operation exists, will find environments far different from what obtains in the United States. In various places and at different times attempts to copy after the English co-operative societies have been made in the United States. Failure has rewarded the efforts made. Some few communities flourished for a time, then decayed.

Prepped up by the success of the few successful organizations in the old country, shrewd schemers have started different commercial enterprises in cities of the United States, supposed to be operated upon the co-operative plan. When carefully studied, and the plans of the promoters dissected, it will be found that co-operation in these cases seems simply the getting into business on other people's money, and weaving around the enterprise such appearances as leads the unsophisticated to believe that from few dollars invested, great savings can be made. In fact the co-operative plan is more for the purpose of advertising a private business proposition and gaining trade from those who invest their dollars in the plan.

It is a foolish thing for the resident of any town or farming community to invest money in such enterprises, which means competition for his home town, the killing off of its business and the building up of concerns in large cities. The earnest man or woman can see in their own home places splendid chances for co-operation. Established business systems as found in the rural towns, are splendid examples of what co-operation should be. The home merchant supplies the residents of the place with the commodities that they require; the merchant is the medium of exchange of the products of the farmer. In the transactions employment is given to home labor, and the little profits are kept at home for the benefit of all in the community. Co-operation can be stammered down to a strictly home-trade principle, and there can be no higher form, no system inaugurated that will bring better results to the masses. Before you invest in co-operative mercantile schemes devised by shrewd business men in the large cities, study every phase of the question well, and you are likely to conclude that in your own town there is plenty of room for co-operative work.

EQUITABLE PROFITS.

Cost of Production Should Always Be a Factor in the Matter of Prices.

Profits should bear an equitable relation to cost of production. The farmer who has money invested in lands, agricultural implements, stocks, and other things necessary to carry on his business, when selling his products must take into consideration the interest on his money invested, the wear and tear of farm equipment, the wages of hired help and a salary for his own service. When he sells his products for less than pays the expenses necessary to carry on his work and cultivate his crops, care for his stock, etc., he is the loser. The same principles apply to the person engaged in any other line of business. There is interest on capital employed, wages, taxes, license and cost of articles which comprise the stock necessary for operation. Goods must be sold at a certain percentage of profit or there will be a case for the sheriff or the bankruptcy court. In dealing with our fellow men we should always bear in mind the principles of business, and not exact too great profits or sell or buy at prices other than equitable. It is also a good thing to remember when great bargains are offered that cost of production and legitimate profits must be considered. Too low prices give cause for suspicion that goods are inferior in some way, or that there is a "nigger in the tin."

FIGHT AGAINST CORRUPTION.

Prosecution of Oppressive Combines Afford a Lesson to Home Traders.

Never before has there been such a stirring up of the masses and an awakening as to rottenness in financial affairs among the large corporations as at present. Some one at one time said that "who thieves fall out the devil gets his reward." So it seems at present when faction is arrayed against faction in exposing crooked operations in great financial and business deals, in which the little fish are swallowed by the big ones, and the men in control, like wolves, lead the lambs to slaughter.

It is amazing how far spread are the frauds practiced, and how high up in public estimation are the manipulators of the rotten deals. The stealings of the millionaires and multi-millionaires, the intrigues and their perjurious lying and misrepresentations to accomplish their aims; the intricacy of the machinery used in their operations, the perfection of the means, the combinations employed to fleece the people of dollars, would do credit to a Gagliostro or a Machiavelli, or a Capt. Kidd.

There cannot be doubt that these various articles appearing in the magazines and general newspapers will have the result of opening the eyes of the public to things that few heretofore ever gave serious consideration. They will have the effect of making the people more cautious in making investments of their earnings, and will result in lessons that are beneficial to the country at large. Home trade principles preclude the possibility of people losing by the operations of such gigantic schemes. Money invested in your own community in the development of its latent resources will give excellent returns, is ever under your own observation, and while the percentage of profit from some home investments may not be up to the representations made by the manipulators of stocks and the shearers of lambs in general, you are not so likely to be a loser.

D. M. CARR.

MARKET DAYS IN TOWNS.

Successful Plans to Entertain Visitors and Attract Trade.

How to attract trade to towns is a question that interests every business man. There must be some attraction for people of the surrounding country; some entertainment to please. Many means have been put in operation by different towns to bring about the objects desired. The people of the smaller towns in different western states have inaugurated street carnivals, fall festivals and similar enterprises to entertain people from the surrounding farming sections. These methods have been universally successful, and have resulted in bringing trade to the towns that otherwise would have gone elsewhere. Not alone this, but the residents of the rural districts are brought in contact with the city people on a friendly basis and harmonious relations established that are highly desirable.

In many towns market days have been established. From early spring until late in fall one day in the month is set aside for "market day." For this occasion bands of music are engaged, balloon ascensions, baseball games, races and similar attractions are employed to interest the people. All these are free, the expense being borne by the business interests of the town. The farmers are invited to bring to the town their horses, cattle, hogs, in fact, every product that they have for sale, and the same is auctioned off to the best advantage. On these market days all kinds of articles can be had at bargain prices. Each storekeeper makes special efforts to offer bargains, and generally the sales are enormous. A few enterprising small towns that have adopted the market-day idea have become noted for many miles about as lively trade centers and take trade away from territory in the neighborhood of less enterprising towns. The market-day idea is worthy of consideration by business men in small towns who desire to pursue an inexpensive method of attracting trade to the place.

Duty of Good Citizens.

Home and its protection is the safeguard of all government. That citizen who has the love of home and fealty to home interests, is a worthy representative of a commonwealth. It is the mass of such men that are the backbone of any community, and, figuratively, the mainstay and the rock upon which the nations are founded. Whoever lives in a community and fails to support the public institutions and does not assist in the building up of industries that add to the greatness of that community, is like an alien. While he lives one place, his heart is in another. He is not the ideal citizen, for he is not in harmony with those who are his neighbors. It is the duty of every resident of a town or community to do his utmost to advance its interest. By thus doing he not alone assists himself, but his neighbors, his town, his county, his state and his nation.

Time to Awaken.

Any plan devised that tends toward greater business centralization makes easier the building up of harmful combinations. During the past ten years billions of dollars have been sent to the large cities by the resident of rural communities, and these billions have been used in building up trusts that work against the best interests of the masses who reside in agricultural sections. Is it not time to awaken to the dangers of sending money away from the home town?

LAKES to the GULF WATERWAY SLOGAN OF THE WEST

INLAND STATES DEMAND THAT THE SEA BE BROUGHT NEARER TO THE SOURCE OF THE NATION'S COMMERCIAL SUPREMACY. THE CHICAGO DRAINAGE CANAL THE FIRST TO OPEN THE GIGANTIC HIGHWAY.



On the plea of self-defense merchants and of the Middle West have given impetus to a movement for a great inland waterway system that promises to remain in the forefront of national affairs for years to come. Practically every section of the country not actually within the seaboard zone has taken up the agitation for a great inland waterway and is likely to continue the campaign until the national government is committed to a policy that will place any navigable stream of considerable dimensions in touch with ocean commerce.

President Roosevelt is expected to make a strong recommendation in his coming annual message on the subject of a "Lakes to the Gulf system" of water routes. Such an undertaking as at present mapped out would equal in magnitude the construction of the Panama canal. The cost of the two projects, it is estimated, would be about the same. Advocates of the inland waterways assert that they would be of infinitely greater benefit to the United States than the canal, and that without a comprehensive system of inland marine highways this nation would be reaping only a fragment of the great commercial prestige to which the completion of the Panama canal entitles it.

Residents, officials and leaders of thought in 18 states of the union are already mightily interested in the inland waterways agitation. A national commission to measure the benefits of the project is likely to be appointed within a short time. The recent trip of the president through the Mississippi valley, culminating in his address before the Lakes to the Gulf Deep Waterways convention, is regarded through the central section of the country as committing the present administration to the 14-foot channel project. The annual national Rivers and Harbors congress that is held in Washington just before the regular fall session of congress begins is relied upon to keep public interest aroused as to the necessity of the undertaking.

Chicago Canal a Start. "Fourteen feet through the valley" will be the slogan with which the advocates of the inland waterways improvement projects will press their claims before congress. They maintain that all of the statistics and arguments are on their side and that the present condition of affairs in the commercial world is an unerring indication that the country's future development depends not alone upon the expansion of railroad mileage, but upon the improvement of the great water highways of the country.

What is being urged by the business interests of the great central country is a settled policy of the improvement that will begin at Lake Michigan at the Chicago river to a point between Lockport and Joliet, Ill., is regarded as the initial stretch of the great highway. The drainage canal is approximately 38 miles in length, and as completed is available from end to end as a navigable waterway, capable of accommodating vessels drawing 20 feet of water. The cost of the canal has been approximately \$50,000,000. All the outlay has been borne by Chicago as a municipality, but it is understood that for commercial purposes the city is willing to give the national government navigation control of it.

Outlay of \$50,000,000. Already a start on this lakes to the Gulf waterway has begun. The Chicago drainage canal, extending from the shore of Lake Michigan at the Chicago river to a point between Lockport and Joliet, Ill., is regarded as the initial stretch of the great highway. The drainage canal is approximately 38 miles in length, and as completed is available from end to end as a navigable waterway, capable of accommodating vessels drawing 20 feet of water. The cost of the canal has been approximately \$50,000,000. All the outlay has been borne by Chicago as a municipality, but it is understood that for commercial purposes the city is willing to give the national government navigation control of it.

Difficulties to Overcome. Between St. Louis and Cairo difficulties that a few years ago would have been regarded as insurmountable will unquestionably be encountered. The slope there averages only seven inches per mile for the entire distance of 168 miles. At normal low water the volume between those two points is 56,000 second feet. With the river in normal flood it rises to ten times that flow and in times of extraordinary flood has reached between 800,000 and 1,000,000 second feet. A flood volume of such magnitude on a slope

so deep produces a waterway of immense breadth with uncertain depth at low water.

The low water season, when the river depth is frequently less than 12 feet, averages 120 days yearly in the district between St. Louis and Cairo. The alluvial deposits incident to the flood overflows must, of course, be taken into consideration in any scheme for the curbing of the Mississippi's width that has the maintenance of an all the year round deep channel as its objective. Saving banks and extensive levee construction must be undertaken. It is conceded, in such a way as not to deprive the bottom of the enormous wealth of alluvial deposits following floods.

To Keep the Course.

It is the working out of a system of retaining banks that will not affect the wealth of the Mississippi valley country and at the same time regulate to a certainty the all the year round channel depth of the river that presents the greatest problem in the working out of the 14-foot channel proposition. Of course, a maintained depth of 14 feet will demand less width in the river in the vicinity of the bottom and will probably produce changes in slopes requiring great corrective work.

Mr. Cooley estimates that a 25 per cent. increment to the Mississippi flow is possible by using the entire volume of water that can come through the Chicago canal. He estimates a like increment by the establishment of comprehensive reservoirs on the upper Mississippi. This would make a 12-foot minimum channel during the period of low water and give the waterway a depth of from 18 to 19 feet under normal conditions. From the Red river to the mouth of the Mississippi, a distance of 200 miles, the Gulf level is maintained. It is between the Red river and the Ohio, at Cairo, that the great



JOSEPH B. RANSDELL

est outlay for artificial improvement of the Mississippi would be necessary. The distance between those two points is 764 miles. All of the big engineering feats will have to be accomplished within that territory. If a stable channel of 14 feet can be maintained in that stretch engineers declare that the seaboard will no longer terminate at the Mississippi delta, but will actually stretch 1,600 miles inland to the shore of Lake Michigan.

Immeasurable good, it is confidently asserted by champions of the Mississippi valley ocean highway, will come from the establishment of a 14-foot channel between Chicago and the Gulf of Mexico. The annual value of the internal commerce of the United States is \$22,000,000. This is the amount fixed by statisticians of the year value of the international commerce of the world. It is confidently asserted that with the 14-foot water highway through the length of the Mississippi valley the internal commerce of the United States would be immensely increased. Hundreds of millions of dollars' worth of materials, it is declared, now go to waste in the great middle west because of the inability of the railway systems of the country to transport them. The congestion, it is pointed out, on the authority of such experts as James J. Hill and E. H. Harriman, is becoming



Shaded Portion Shows Waterways Emptying into the Gulf of Mexico and the Junction of the Chicago Drainage Canal with the Illinois River.

greater every year without prospect of increasing railroad facilities to any considerable extent.

Railroads Reach Limit.

During the last decade the internal commerce of the United States has increased more than 100 per cent., while the railroad transportation facilities have increased only 25 per cent., and are now practically at a standstill. All of the railroad transportation experts admit that the big transcontinental lines are being worked to their fullest capacity. Millions of bushels

of grain could not be moved last year because of the railway congestion, and the west suffered a coal famine because cars were not available and the limit of transportation had been reached in other ways.

James J. Hill has pointed out that not only has the limit been reached in the movement of freight, but even should cars, locomotives and tracks be supplied, there is now and is to be for years to come a dearth of terminal facilities. Mr. Hill has estimated that the cost of constructing sufficient railway lines to meet the immediate demands for moving the commerce of the country would require an outlay of \$5,000,000,000. This estimate, he declares, gives little or no consideration to the future. Mr. Harriman a short time since announced that in order to meet transportation requirements the gauge of the railways of the country and the rolling stock would have to be doubled.

"Some time ago," Mr. Hill said, "I asked a real estate man what it would cost to get a tier of blocks, one of the narrowest, from the Harlem river to Thirty-third street, New York. He came back in a week and said that \$350,000,000 would not buy it. That means that for terminals alone it would cost \$165,000 a mile for every mile from Chicago to New York before the line was built. The railroads can't pay rent on such high-priced terminal property."

Matter is Urgent.

"This matter of transportation is a most urgent one. People think there is no limit to what the railroads can do. There is a very present limit to many railroads in the volume of business we have to do. It takes money to run railroads. There is a want of money in every center. Where the business has grown the fastest there the want is greatest. Traffic is growing five times as fast as railroad mileage. We might as well put railroad improvement out of the question."

Hundreds of millions of dollars, it is admitted, would be saved annually by the substitution of water transportation for the present railroad transportation between the central west and the seashore. Statistics gathered from all quarters of the United States demonstrate that water carriage of freight costs less than one-sixth that for railroad transportation. The latest schedules place the freight charge a bushel of wheat from Chicago to New York at 10.20 cents, as against 5.51 cents by lake and canal. The cost from St. Louis to New Orleans by river is 4.25 cents, as against 11.6 cents by rail between St. Louis and New York.

Despite this very great difference in cost the tonnage of the Mississippi from St. Louis to its mouth has steadily decreased since 1880. In that year the number of vessels arriving there was 4,692. The total tonnage, receipts and shipments amounted to \$2,130,525. In 1890 the number of vessels arriving was 3,201, and the tonnage was 1,281,715. In 1900 the number of vessels fell to 2,217 and the tonnage to 812,185. At the present time St. Louis-Mississippi tonnage is only 600,000.

While the argument is made by the champions of the inland waterway project that river regulation is rate regulation and that the improvement of the great waterways of the country will do more to regulate freight charges than all the interstate commerce laws that can be enacted, practical railroad men declare that a further lowering of railroad freight rates is really impracticable. They point out that with the great rail systems of the country operating to their fullest capacity they are earning only a fair return on the capital invested. Further reduction in railroad charges they maintain, cannot be made while the outlay for maintenance and operation remains at the present figure.

To Identify the Dead.

An army general order has recently been issued, stating that in the future all officers and enlisted men will wear whenever in field uniform an identification tag, which will be issued by the quartermaster's department, at cost price to officers, and without charge to men. This tag is aluminum, about the

size of a half dollar, and will be worn suspended from the neck beneath the clothing. On the tag will appear the name, rank, company, regiment or corps of the wearer, and it is ordered that when not worn as directed, it shall be regarded as part of the uniform, and be habitually in the possession of the owner. While this identification tag would of course be more especially valuable in time of war, it is thought that it will also serve good purposes in time of peace, in the event of accidents, etc.