

WHAT THE TRADE MARK MEANS TO THE BUYER.

Few people realize the importance of the words "Trade Mark" stamped on the goods they buy. If they did it would save them many a dollar spent for worthless goods and put a lot of unscrupulous manufacturers out of business.

When a manufacturer adopts a trade mark he assumes the entire responsibility for the merit of his product. He takes his business reputation in his hands—out in the limelight—"on the square" with the buyer of his goods, with the dealer, and with himself.

The other manufacturer—the one who holds out "inducements," offering to brand all goods purchased with each local dealer's brand—sidesteps responsibility, and when these inferior goods "come back" it is the local dealer that must pay the penalty.

A good example of the kind of protection afforded the public by a trade mark is that offered in connection with National Lead Company's advertising of pure White Lead as the best paint material.

That the Dutch Boy Painter trade mark is an absolute guaranty of purity in White Lead is proved to the most skeptical by the offer National Lead Company make to send free to any address a blow-pipe and instructions how to test the white lead for themselves. The testing outfit is being sent out from the New York office of the company, Woodbridge Building.

AN IDEAL BUNGALOW.

Tiny House on Beach Built by Two Girls and a Man.

One doesn't have to have many hundred dollars to have a summer home in these days of sublimated shanties, hardwood-floored tents and nutshell bungalows, says the New York Globe. At many seashore places within fifty miles of Manhattan delightful little boxes of houses have been gayly plumped down upon hillocks and hummocks overlooking the sea and there in a few feet of space a couple, a family or a party of bachelor girls or bachelor men get up their chafing dish and brass candlesticks, make up couch beds, swing hammocks and joyously live the simple life that doesn't mean in their case either the life shorn of vivid pleasures or material comforts.

At least in one spot on the Jersey coast one can lease for the summer season a bit of beach for one's bungalow, paying \$5 for the privilege. The bungalow may be as luxurious or as simple as one's taste and purse dictate. As a rule they are more shells and shelters from rain and sun. The motto of the true bungalowist is, "Outdoors was made to live in," and it doesn't matter in the least to him if he sleeps and eats out of doors every fine day and night from May until November. The bungalow in such cases is a mere screen to the prejudices of the folk who consider that all respectable folk need a roof over their heads occasionally.

One wee cot whose dull red sloping roof and green shingled walls make a gay spot on the white beach was built by a young architect and his two sturdy young sisters. The whole house was ready to live in in two weeks from foundation posts to painted shingles and the cost was less than \$300, including a fine broad chimney of red brick and a floor of fine narrow boards. The piazza posts are of logs with the bark still on, and the entire front of the little house can be opened so as to make an outdoor room. This little house has a large living room and a small kitchen. Couches in the living room serve as beds by night. Chests of drawers the exact height of the book shelves, a settee which turns into a table at a touch, wicker chairs and bright rugs make the living room comfortable and home-like without crowding it. The little kitchen with its white paint, blue and white oil cloth and blue dishes and window box of red geraniums is an ideal laboratory for the amateur cook.

A Bright Lad.

"That's a powerful boy of your'n, Ike," said a prominent citizen of Polkville, Ark.

"You betcha!" proudly replied the parent of the prodigy. "He can swear like a pirate and the little fellow's only 5 years old and hasn't never been in sight of the ocean in his life, neither!" —Puck.

REMAINS THE SAME.

Well Brewed Postum Always Palatable.

The flavor of Postum, when boiled according to directions, is always the same—mild, distinctive, and palatable. It contains no harmful substance like caffeine, the drug in coffee, and hence may be used with benefit at all times. "Believing that coffee was the cause of my torpid liver, sick headache and misery in many ways," writes an Ind. lady, "I quit and bought a package of Postum about a year ago.

"My husband and I have been so well pleased that we have continued to drink Postum ever since. We like the taste of Postum better than coffee, as it has always the same pleasant flavor, while coffee changes its taste with about every new combination or blend. "Since using Postum I have had no more attacks of gall colic, the heaviness has left my chest, and the old, common, every-day headache is a thing unknown." "There's a Reason."

Name given by Postum Co., Battle Creek, Mich. Read "The Road to Wellville," in pks.

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

POLITICS OF THE DAY

Republican Trust Busting.

The claim of the Roosevelt administration to popular admiration has been its trust-busting activities and its claim of controlling corporations. The cry of the President has been, "Let no guilty man escape." But what are the facts? Has any malefactor of great wealth, or any trust magnate, or any corporation magnate been imprisoned in consequence of the activity of the administration?

The prosecution of the railroad combine, known as the Northern Securities Company, was successful and the courts ordered that combine to be dissolved, but the railroad corporations composing it are still doing business at the old stand and controlled by the same men and are charging "all the traffic will bear."

The prosecution of the packers' combine resulted in fining some of its members a small sum, but the beef trust still exists under another agreement, and the price of beef is higher than before the prosecution was commenced.

The Standard Oil Trust was prosecuted with a deal of vigor, and when Judge Landis inflicted a fine of twenty-nine millions and over, the administration was "overjoyed," and some people really believed that the day of their redemption from the predatory trusts was high at hand and partially accomplished. But sensible people were not fooled by the magnitude of the fine, and now comes the Circuit Court of the United States and orders the fine remitted and sends the case back to the lower court for a new trial. Of course, in the meantime, kerosene and gasoline go up in price and Standard Oil shares are held at \$660 a share and pay 40 to 50 per cent on their par value.

The fertilizer trust, however, was to be made a shining example. But after all the most faithful trust-busting attorneys of Uncle Sam had spent months of time and thousands of dollars in bringing that plunderer of the farmers into court, it was suddenly determined by the administration to discontinue the suit, so the plundering continues.

There were some few others, such as the paper trust, ordered to disband, but if you want to buy any paper you must still buy trust products and pay trust prices.

Those proceedings against trusts are the four shining examples of what this Republican administration has been able to do in the way of trust-busting and corporation bailing, and on which it is expected the voter will decide to give the Republican party another lease of power. The steel trust, the tobacco trust, the sugar trust, the paper trust, and all the other predatory trusts are being "investigated," but those who "know the ropes" declare they will never be the worse for what is discovered.

There is a way, however, to bring most of the trusts to time and no one knows it better than the Republican politicians, but they studiously avoid attempting it. All the trusts have some form of monopoly that bolsters them up and most of them are specially protected by the tariff, but the Republicans declare that the sacred tariff must not be reduced, but even declare in their platform, just adopted, that a maximum tariff must be enacted, which will protect the trusts from competition from the products of those countries who also have a high tariff. That is the promise of Republican reform and method of reducing trust high prices. It is also proposed to give the corporations a federal license which would give them a further lease of power from which even the States could not dislodge them.

The Democratic plan of controlling the trusts is simple and effective. By reducing or abolishing the tariff on trust products, the force of competition would at once bring down prices, and the trusts would be compelled to sell as cheaply here as abroad, or at the same price here as similar foreign products can be imported and sold for, after paying all the expenses of handling and transportation. Such expenses of importing foreign goods would be more than enough to make the difference in the labor cost here and the labor cost abroad on which the Republicans dwell so much.

Effect of Tariff Protection.

When four years ago the Democrats predicted that the high tariff would beget panic instead of prosperity and that Republican policies would produce business depression in place of welfare and happiness, the whole pack from Roosevelt to the littlest spell-binder of them all pointed with pride, etc., to the achievements of the G. O. P. But the panic came and the business depression still continues, although our Republican friends are trying to make us believe that it all has been but a little "financial flurry."

When we come to consider what effect this exaggerated tariff protection has had upon the industrial condition in this country, how far it has produced prosperity, to what extent it is responsible for the perils which now confront us, and which have involved the industrial system of this country in confusion, if not in paralysis, no wonder our Republican friends change front and instead of standing pat are now promising tariff revision. The

Republicans still boast of the prosperity which they have produced in this country, but no real prosperity has existed. It was sham and not genuine, and the first breath of adversity has blown down the whole fabric like a breath demolishes the child's house built of cards.

Not that there has been no prosperity, far from it. The too prosperous trusts have flourished amazingly, but it was not the well doing that comes from successful labor, but the fortune produced by successful plunder. The few have become millionaires and the many have just contrived to live, and but few of them to save. Such are the fruits of protection. High prices for speculative securities and watered stock doled out to gullible victims is the Republican conception of prosperity, and that is the only kind of prosperity they have ever shown in the long years they have controlled the government.

Now, the Democratic notion of prosperity—real prosperity—consists in the abundance of commodities fairly distributed among those who produce them. It means more houses, larger and more commodious rooms with healthier people dwelling in them; it means warmer clothing, covering stronger and more healthy limbs; more abundant food of better quality, more shoes and more of everything in the nature of comfort that man can use.

HOW 29 YEARS HAVE CHANGED MR. AND MRS. WILLIAM J. BRYAN.



WILLIAM J. BRYAN IN 1879 AND TO-DAY



MARY BAIRD (MRS. BRYAN) IN 1879 AND TO-DAY.

more books, higher wages and shorter hours, more leisure to enjoy what increased earnings can buy. This alone is what Democrats mean by prosperity, and this alone is a prosperity which is genuine.

Now, how is that prosperity to be reached, how are things available for the comfort of man to be reached?

Can Theodore Roosevelt, or Taft, produce a dollar's worth of such things? Can the whole Republican party ensure the farmers good crops although it impudently claims to be allied with Omnipotence? Have any of them, great or small, or all combined as the government, the capacity to increase anything on the face of the earth? They have shown themselves to possess the power of spending, so much so that with the end of the fiscal year at hand there is a deficiency of revenue to meet their expenditures of \$30,000,000. But it requires the farmer and the laborer to produce, for the trusts, aided by the politicians, to dissipate. The Republican national platform ascribes in fulsome terms all the benefits that any of us have been fortunate enough to receive to our "most exalted servant" Theodore Roosevelt, and then boastfully describes a long list of accomplishments, most of which have not yet been achieved and never will be under the plutocratic bred policies for which the Republican party is famous.

But, after all, the Republican party has had to turn tail and run for cover from the righteous wrath of an injured people. It declares its cardinal policy of protection to have been a failure and promises to revise it "after election." What the promise stands for no one knows. The organ of the Protective Tariff League with joy declares that it means revising the tariff higher while reformer La Follette and reformer Cummins, the father of the "Iowa idea" of tariff reform are satisfied.

The disastrous effect of tariff protection leads many people to doubt the honesty of Republican profession and to hope for real tariff reform that will curb the trusts.

Our Merchant Marine.

The Panama Canal will be of but little service to the United States except for warships and the coasting trade, if the American merchant marine is to continue in the decrepit state that Republican policies have brought it to. When Democratic policies prevailed the United States had the finest merchant ships afloat and our Baltimore clippers were seen on every sea. But persistent tariff protection for "infant industries" and especially for the Ship Building Trust has driven our flag from the oceans by making it unprofitable for Americans to build and own ships for foreign trade. It costs 30 per cent more to build a ship in the United States than it does in England, but the law will not allow a prospective ship owner to buy his ship where he can buy it cheapest, so he cannot compete with the cheaper built foreign ships.

The Republican policy is to overcome this unnatural state of affairs by paying subsidies to American ships, either as a direct ship subsidy, or as an extra subsidy for carrying the mail to foreign ports.

MILITIAMAN KLEIN

IS SURRENDERED.

National Guard Officers Procure Bond for Slayer of Boy in Kankakee.

Private Joseph R. Klein of the First Regiment of the Illinois National Guard was surrendered to the authorities at Kankakee by Captain Henry Barrett Chamberlin, personal representative of General E. C. Young.

Private Klein, who killed Earle Nelson with a bayonet in Kankakee, while the First Regiment was passing through the city en route to Springfield, was released in bonds of \$10,000 furnished by the Illinois Surety Company and went to Chicago with Captain Chamberlin, Major James Miles, Captain Percy B. Coffin and Signal Sergeant C. H. Leichter. He was taken to the First Regiment armory and later permitted to proceed to his home.

General Young, in command of the troops at Springfield, returned to Chicago and discussed the Klein case. He declared that the evidence before the military tribunal showed conclusively that Private Klein, in forcing young Nelson from the regimental train at Kankakee, acted solely from a motive of military duty.

"When the State's Attorney of Kankakee demanded that I deliver Private Klein," said General Young, "I refused to do so. I exercised my discretionary power, advised by the Attorney General, on the ground that to deliver Klein at that time to the civil authorities would be destructive of the morale of the troops. I might as well have sent them back to Chicago had I complied, because they would have felt that they had no right to use the weapons given them.

Twenty more indictments returned by the special grand jury in Springfield inquiring into the recent race riots brings the total of the three days' inquisition to thirty-one. One is against George Richardson, whose alleged assault upon Mrs. Mabelle Hallan precipitated the uprising. The remaining thirty are against alleged participants in the work of the mob.

J. W. Bechtel, William W. Sage and "Fergy" O'Toole are under arrest, charged with complicity in the rioting and are awaiting grand jury investigation. The authorities will endeavor to fasten the crime of murder upon Bechtel, alleging that he participated actively in the lynching of Scott Burton. Sage is alleged to have fired five shots into the body of Burton as it swung from the tree to which it had been strung. O'Toole's offense is alleged to have been the throwing of bricks. William Sutton has been singled out as the man who made the attack upon Mayor Reese when the Mayor attempted to address the mob during the attack upon Loper's restaurant.

It is understood that residents of Riverton, Sherman and other villages and the towns in the vicinity of Springfield will be caught in the net. It is said that several of them were in the front ranks of the rioters.

The local authorities have the situation so well in hand that the First Cavalry Regiment was sent home, leaving only the Seventh Infantry on the ground.

The coroner's jury in the case of Louis Johnson, who was killed in the riot at Loper's restaurant, decided that the boy was shot, but the jury is unable to fix the responsibility. The belief has been that Johnson died from injuries sustained by falling glass.

BELGIUM TO ANNEX THE CONGO.

Deputies Pass Bill 83 to 55—Financial Responsibility Open.

After several months of bitter struggle, the Belgium Chamber of Deputies adopted the Congo annexation treaty by 83 votes to 55, and although this



KING LEOPOLD OF BELGIUM.

action probably will insure the solution of the great Congo problem, there still remains open the important question of Belgium's financial responsibility.

The passage of the treaty by the Chamber of Deputies means that the annexation of the state to Belgium is now practically assured, as the Senate and King Leopold are ready to indorse the bill.

TOLD IN A FEW LINES.

Falling to meet her husband at the Minneapolis Union depot, Mrs. Leflin, a Russian woman, wandered aimlessly about the streets until she was half starved when the police took her in charge, found her a home and sent her baby to the hospital, where it died. For three weeks husband and wife hunted for each other before they met accidentally. The reunited couple, together with their only remaining child, a boy 3 years old, have established a household in northeast Minneapolis.

INTERSTATE FAIR

OPENING DAY MONDAY, SEPTEMBER 7TH.

Reduced Rates Promised on All Railroads Leading to Sioux City—Only Three Cents Per Mile for Return Trip—High Class Moral Show.

The Interstate Fair at Sioux City, Iowa, is about to open. The great exhibition begins Monday, September 7. You should be on hand the first day, for it will be one of the big days. It is Labor day, as you know, and the management of the fair have so arranged the program for the week as to have some of the most interesting features come on Monday. The race program on that day will be excellent. The 2:30 race for a \$500 purse comes off on that day. So does also the 2:24 trot for a purse of \$1,000. There will be two running races, a one-half mile and a five-eighths mile dash, and the great relay race begins Monday afternoon. There will be some of the finest dances in front of the grandstand all afternoon. The Scots will dance the Highland dances to the strains of the most enchanting Scottish music, and it is stated that this will be one of the most absorbing features of the free shows.

Old Soldiers' and Children's Day.
Tuesday will be Old Soldiers' and Children's day and no less than 10,000 free tickets have been given away to children, old soldiers, their wives, and widows. The Nebraska Old Soldiers' Drum Corps will play only on this day. In the afternoon some of the good races will be pulled off.

Derby Day.
Wednesday will be Derby day—the great society day of the week. The entries for this event are unusually large. The 2:13 pace for a purse of \$1,000; the 2:17 pace for a \$2,000 purse and the 2:11 trot for a \$1,000 purse will be pulled off, while the relay race will be continued.

Interstate Day.
Thursday will be Interstate day, when there will be an opportunity for Iowans, Nebraskans, South Dakotans and Minnesotans to meet and shake hands with each other at the great fair which represents the Interstate territory, in which all are interested. It will afford stockmen and farmers an opportunity to compare the products of the farms from the four states, including all sorts of small grains, corn, grasses, clover, alfalfa, horses, cattle, swine, sheep, and poultry; in fact, everything produced on the farms in these four great states. Interesting

Sioux City Day.
Friday will be Sioux City day and the day on which the great stock parade will take place. This feature of the Interstate Fair has always attracted a great deal of attention. The entire city of Sioux City invariably turns out to see this great event. Not only can the prize winners of the Interstate Fair be seen on that day, but prize winners from the Iowa and Minnesota state fairs will also parade, as much of the flooded stock from these fairs finds its way into the show rings of the Interstate Fair. In the afternoon there will be some important races to be witnessed from the grandstand.

Traveling Men's Day.
Saturday will be Traveling Men's day, and a great day it will be. Nothing was ever too good for the "knights of the grip," and the management of the Interstate Fair have decided to outdo all former attempts at entertaining the "jolly men on the road." At 10 o'clock in the morning the streets of Sioux City will be ablaze with flags and banners of all descriptions and there will be three of the finest bands ever seen on the streets of this city—the gateway to the middle west. The manufacturers, the packers, and the big business houses of the city will be represented in the grand parade with floats of remarkable beauty. All will be decorated in holiday attire and a general jubilee will prevail everywhere. It will be a sight to behold and one that every farmer and his family should by all means see.

Reduced Rates.
The most interesting program outlined above is not the only attractive feature for you to take into consideration in deciding whether or not to attend the Interstate Fair this year. One of the very pleasant things in connection with it is the fact that the railroads have promised to give reduced rates on all roads leading to Sioux City. The fare for the round trip will only be three cents per mile. The management has worked hard in order to secure this reduction.

A Clean Show.
Remember that the Interstate Fair will be conducted on the same high moral plane on which the state fairs have been conducted during recent years. Not a drop of liquor will be sold on the grounds and no gambling of any form will be allowed. The free shows, as well as those for which admissions will be charged, are of a high order and second to none of the similar attractions at the largest fairs in the country. All exhibits will be on a large scale. So far more interest is being taken in the state fairs than in any previous year, and for that reason the management of the Interstate Fair feels unusually confident in saying that the fair at Sioux City will be an outstanding one as compared with previous shows.

Hotel Accommodations.
Every hotel in Sioux City has been making preparations to care for the enormous crowds that are expected early on Monday, September 7. Some of the hotels have even been remodelled to help care for the people. Nor is this all. The management of the fair has established a bureau of information with offices in the Y. M. C. A. building and on the fair grounds. Those who cannot be accommodated at the hotels should call at one of the offices of this bureau and be assigned rooms in private families. Every citizen of Sioux City has promised to aid in caring for the visitors of the Interstate Fair and give them the very best accommodations they possibly can.