

gained health and the happiness which comes with financial independence.

But little is needed. An old lady with an invalid daughter living in a shack remarked about its frail construction that it was astonishing what a piece of paper and an inch board would do for protection and shelter from wind and winter in the Rocky Mountains.

The Nature Cure can be combined with occupation. Manufacturing interests can easily be established, since the mountain streams furnish unlimited power. Ranches and fruit orchards can be secured to employ labor. What if the balance sheet does not show in favor of dollars and cents for a while? What if human life, health and happiness are weighed against a profit, and the balance is in their favor?

The cost of one battleship, built for destructive purposes, would erect mills, open mines, irrigate ranches, purchase farm implements and fruit trees, to assist in building up human beings. Why not prevent widowhood and orphanage, even at the expense of the fund used to make widows, orphans, invalids, cripples and dead men? The cost of one year of our pensions, the result of war, would be sufficient to fight the white plague successfully; and we could look with satisfaction upon a just war against disease, to be conquered and subdued.

The writer knows of localities in the Rockies peculiarly adapted to the Nature Cure, where bubbling soda and iron springs are trickling down the mountain sides, unknown and unused; where broad creeks are never dry; where cattle know no other than the shelter of the odorous pine trees.

It is to be hoped those who have this great philanthropic work in charge will learn at once that the Nature Cure, coupled with occupation, is the best solution of their weighty problem.

MINONA S. FITTS-JONES.

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PRESIDENTIAL REQUIREMENTS.

For The Public.

"Pa, who can be the President?"

Child, anyone, if he

Will satisfy these—only four—

Requirements: he must be

A native of no foreign land;

Of gender masculine;

And he must be at least the age

Of thirty-five, to win.

And now, dear child, we reach the fourth

Requirement, and the last:

The candidate must have enough

Of all the ballots cast.

G. T. EVANS.

* * *

Have I done something for the general interest?
Well, then, I have had my reward.—Marcus Aurelius
Antoninus.

BOOKS

GROVER CLEVELAND ON GOOD CITIZENSHIP.

Good Citizenship. By Grover Cleveland. Henry Altemus Co., Philadelphia. Price, 50 cts.

This address was delivered before the Commercial Club in Chicago in 1903, and with Mr. Cleveland's sanction was published early in this year, together with his lecture on "Patriotism and Holiday Observance," given before the Union League Club of the same city in 1907.

Those who knew Mr. Cleveland will declare that in these essays he preaches only what in his lifetime he practiced, and such endorsement enhances the value of a little volume which should become a classic in the hands of the young citizen.

The whole course of Mr. Cleveland's reasoning is against the indecent demands of selfishness which saturate and threaten our public life, and he gives no quarter to that cunning and subtle evasion of law which undermines one's faith in the reality of a wise and just government.

He says:

There should be an end of self-satisfied gratification or pretense of virtue, in the phrase, "I am not a politician," and it is time to forbid the prostitution of the word to sinister use. Every citizen should be politician enough to bring himself within the true meaning of the term as one who concerns himself with "the regulation, or government of a nation or State for the preservation of its safety, peace and prosperity." This is politics in its best sense, and this is good citizenship.

Mr. Cleveland forecasts a conflict with those who engage in politics for personal ends and selfish purposes, and urges "a creed that shall bind together in generous co-operation all who are willing to fight to make our government what the fathers intended it to be—a depository of benefits which, in equal current and volume, should flow out to all the people." "This creed," he says, "should teach the wickedness of attempting to make free opportunity the occasion for seizing especial advantages."

And he prophetically adds:

In the day when all shadows shall have passed away, and when good citizenship shall have made sure the safety, permanence and happiness of our nation, how small will appear the stripes of selfishness in our civic life and how petty will seem the machinations of degraded politics!

The address delivered before the Union League Club on Washington's birthday voices the same patriotic sentiments and is worthy the preservation given it by the publishers. As is wisely remarked:

The land we live in is safe as long as we are

dutifully careful of the land that lives in us. But good intentions and fine sentiments will not meet the emergency. If we would bestow upon the land that lives in us the care it needs . . . we should see to it that cupidity and selfishness do not blind our consciences or dull our efforts.

A. L. M.

PERIODICALS

The Pacific Monthly (Portland, and San Francisco) for November reproduces David Starr Jordan's admirable commencement address at Stanford, in which he says that "no institution can live, none deserves to live, unless from time to time it can be born again." Several interesting short stories, Robertson's "Great Actors of Old San Francisco," the Jack London serial, and fine typography and printing make the issue very attractive.

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Three monsters—the elective system, materialism, and pedantry—confront the advocate of "humanism in education," and for the humanist the Editor of the Dial in its issue of Oct. 16 emphatically speaks. Exactly such strong and ably expressed opinions we need in these days when our utilitarianism threatens to drown our idealism and make us look upon our children, first as producers, and never as human souls. "History, philosophy, and the fine arts are the agencies whereby the highest educational results

are reached." Natural science "remains of secondary importance, educationally considered, because its primary concern is with things and not with men."

A. L.

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"The Belgian Solution of the Railroad Problem," by Carl S. Vrooman, appears in Government for November. Here is a frank and able analysis of the course of government ownership and operation of railways in Belgium, beginning in 1835, when the nation was only three years old. Run for years with a deficit, and always on the low-rate, high efficiency policy, the state railway has been unswervingly favored by the people. "For a quarter of a century state railroads and corporation railroads of Belgium did business side by side, competing with each other, making traffic agreements with each other, and in every other way conducting their affairs as any other competing roads might have done. The state exercised very little control over the private lines. . . . After this careful and conclusive test had been carried on for over twenty-five years, the Belgian people demanded and Belgian statesmen brought about the purchase by the state of practically all of the private roads. Why did this happen? . . . Many . . . were taken over to save them from ruin. Others were purchased because it was feared that they would get into financial difficulties on account of the reductions in rates which the state had decided to make on its own lines, and which the private roads would have been forced to make also, in order to get their share of the traffic. . . . Many

THE PUBLIC AS AN ADVERTISING MEDIUM

THE campaign closes with a large addition to THE PUBLIC's regular edition. It publishes more copies weekly now than ever before, by two thousand, and this in response to general demand. Meanwhile it has proved to be a good advertising medium. Here is testimony from one of the best known advertisers in the world, the Ingersoll Watch manufacturers:

Robert H. Ingersoll & Bro.
New York, Chicago, San Francisco, London, Brussels, Berlin.
Main Office, 45-49 John Street, New York.
October 12, 1908.

Publishers THE PUBLIC,
Chicago, Ill.,

Gentlemen: Some time since we quoted results from advertising in THE PUBLIC, and we are pleased to bring this report up to date now, and state that these good results are continuous, which is the second test of a good advertising medium, the first being to get good results. It is rare that a medium employed continuously, as in this case, holds up in the percentage of returns to the extent THE PUBLIC does. Wishing you success, we are,

Yours very truly,
ROBERT H. INGERSOLL & BRO.

¶ The advertising rates of THE PUBLIC are reasonable, and the subscription terms are One Dollar a year. If the improvement in subscriptions and advertising continues for the next two years at the rate of the first ten months of the present year, our efforts to place the paper upon a self-supporting basis will be successful.

DANIEL KIEFER.