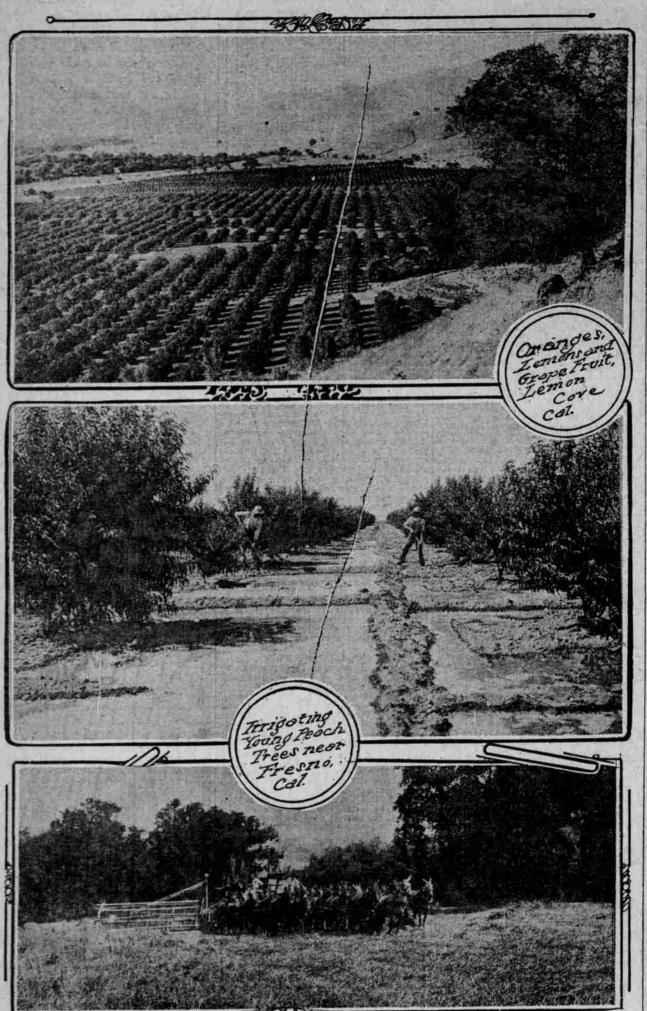
JOB OF KEEPING CALIFORNIA ON MAP EASY FOR "LIVE WIRE" BOOSTERS

Enthusiasm and Genuine Faith in Future of Golden State Has Done Wonders in Rebuilding San Francisco and Securing Panama-Pacific Exposition.



Compined Harvester Sycamore, Calusa Co. Cal.

BY RANDALL R. HOWARD.

a year, he estimated." And the man was far from being talked out, at that. Indeed, it was just the opposite. He was charged and trained and primed with He was sitting a hair-trigger touch. at his desk in a conspicuous corner of one of the state's many product ex-hibit rooms and he was about as enthusiastic and vibrant a person as one would expect to meet in a week.

So approachable was he that one seemed drawn that way. Information flowed from him in a continous stream after the few well-timed pauses and priming questions had drawn from you such incidentals as the summary of your past, your hoped-for future, your prejudices, your point of view and pos-sibly the total of the credit that you had at your home bank. But, no, he was not inquisitive. He was too good a booster for that. He was merely enthusiastic. He talked, not especial-ly because he liked to talk, but because he so thoroughly believed what he was talking about. He talked con-tinously, through long hours, to all visitors, both sight-seeing and serious, who cared to loan their ears for even a few moments. And between times he talked to crowds—at the several free and highly colored stereopticon-shows into which he breathed life. This example of the typical profes-sional California booster is told in de-

tail to make a point. For such is the atmosphere, in a lesser or a greater measure, almost everyhere one goes in California, it seems.

Sections Don't Hitch Always.

There is no doubt that California is being kept on the map.

It is true, speaking from the observer's viewpoint, that this drilled-in or native enthusiasm sometimes neutralizes itself—for in spite of "get-to-there" constantly being gether" conferences constantly being promoted, the three distinct sections of California don't harness together escially well. Some of the citizens do not store up any regrets because of this friendly clashing of interests, but merely call it commendable local patriotism. This class of citigen—if he happens to be from the southern part of the state—likes such results as are indicated in the story of the two Easterners. One of the Easterners had about decided to take a trip-was talk-

ing about California. "California—" the second Easterner hesitated and questioned. "Oh, yes, California is in Los Angeles, isn't it?"

Of course everybody knows that California has always been on the map, even neglecting the present mighty flow of booster enthusiasm that one is saturated with everywhere he goes. But it is not to the discredit of the boosters to say that Nature—even though staid and unemotional—has done some things for California. Neglecting climate and soil for the moment, we have been hearing spectacular things about California ever since we can remember, and every one of such events has had or has been made to have a background of pure gold. course everybody knows that Caliit is not to the discredit of the boosters to say that Nature—even though
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Fortune Favored California.

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The yellow nugget days of '49, with
their mad, wild transcontinental rush,

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Talifornia that thumb-worn riddle found in the
first part of our old Latin text book,
which translated, is said to read about
as follows: "All Gaul is divided into
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as follows: "All Gaul is divided into
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Spaniards, the great and distant State of California was a land of many wonders. San Francisco became the early port of the Pacific, the back door of the Orient. The Orient in those days rarely ever attracted the eyes of the East, but here again history and nature conspired together to brand California more glaringly on the map of the Nation than millions of silvertongued boosters could have done. Japan began to stir and to stir up and to seek population outlets. California had its own ideas about Chinese and Japanese exclusion, Roosevelt to the contrary, notwithstanding. And it is date files around on the calendar. The

Then came along the Japanese war scare, so faithfully fiaunted by certain talkative and ambitious young Congressmen, which drew the eyes of the lution. East to the Coast. And the Eastern press was not slow to reprint all the stories of Japanese servant boys who

will also go into history, and this record in swift and lavish city rebuildepoch of history is still in the making in California. There is perhaps nowhere else in the world an example of more whole-souled, money-lavish spontaneity than is shown in the respontaneity than is shown in the reby-word is "1915." Every other part spontaneity than is shown in the re-building of the ruins of old San Fran-cisco. Tens of millions of dollars flowed out to clear away the broken ama show. Besides immeasurable volstone and the twisted steel almost be-fore it had cooled, and today one must walk far out to the edge of the business circle and turn into the back alness circle and turn into the back al-leys to see any trace of the world dis-aster of so few years ago. So much to the credit of the California spirit of boost and self-belief, whether this spirit be inborn, drilled in or a natural

every mile marked with human bones, | district of a city that is more modern Article II.

PROFESSIONAL California booster modestly told the writer that he talked "to about 50,000 persons ar, he estimated." And the man was from being talked out, at that Interest that Interest is not be in the composite of the control of the carly settlement of the spaniards, the great and distant State from being talked out, at that Interest is not an interest in the more massive, and more imposing than more massive, and more imposing than the business district of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of a city that is more modern. The control of the proposite of the proposite

> discredit of San Francisco; and all of which the whole intellectual and industrial world should be thankful for and profit by. To state the other side, was trying to puzzle out the new batch stories of Japanese servant boys who were seen to take distant snapshots or buy postal cards of the Golden Gate fortifications—all of which was not bad California advertising.
>
> Another Fire Very Unlikely.
>
> And the earthquake! The boosters are particular and hasty to correct that it was not the earthquake, but the resulting fire, that shattered San Francisco and that gave to history one of its most striking examples of destruction. At any rate, the earthquake came for the same reason that San Francisco is hard at its was not the earthquake came for the same reason that San Francisco is hard at the world—because the earth crust juts sharply down just off shore. Also, such fire destruction is very unlikely to occur again, for San Francisco is forearmed in the most modern of water systems, divided into district units.
>
> The after effects of the earthquake and the greatest that the last mail had brought from almost every corner of the global to take a vote it undoubtedly would be remained to take distants in the Chamber of Commerce sistants in the Chamber of conduction and predict by. To state the other side, of addresses on the postal cards and letters that the last mail had brought from all of addresses on the postal cards and letters that the last mail had brought from another of the same remained to the logical location for such a world exposition if the greatest work is bubbling with enthusiasm, and the world exposition is certain to be a world ex

unteer work each community is shoul-dering a good stiff state-sanctioned tax assessment on every dollar's worth of property that it owns.

California is still another country, whose mecca is Los Angeles.

Until less than ten years ago, Sacramento, the capital city and the metropolis of Northern California, was often described as a "third village," in a listless stupor, following the wearing out of the great wheat farms of the Sacramento Valley. At an early time in the history of California, it will be remembered. Sacramento was the industrial center of the state, because it was railroad headquarters, and the natural supply point for many of the great mining operations, and for the world-noted wheat ranches. But after a while, gold nuggets became more scarce; and the bonanza wheat ranchers began to learn what every new grain-growing community eventually learns; namely, that average land begins to rapidly wear down after it has returned from 15 to 25 successive erops, without rest or rotation. Wheat yields dropped from 40 to 25, and then to 15, and then to ten bushels per acre. One can still see ten and 20 thousand-acre wheat ranches in the Sacramento and the San Joaquin valleys, but the big wheat ranches are now almost curiosities. It has been demonstrated that the soil is entirely too rich, the climate too favorable, for the land to be used so wastefully.

And another demonstration has been made over and over—the value of irri-

the land to be used so wastefully.

And another demonstration has been made over and over—the value of irrigation. Naturally, California is a sort of topsy-turvy land—rainless Summers, when the land is asleep; then comes the Fall moisture and awakening of new life. And due to the mildness of climate, perfumed Spring seems almost to blossom out of fruitless Fall. And so irrigation is necessary in nearly every section of California to utilize the Summer months, the best growing season of the year. Hence irrigation talk in California; and irrigation and water problems, some of which are stupendous, and some of which are grave. The life of Sacramento, is the agri-

The life of Sacramento, is the agricultural development, the reclamation of the surrounding empire. The wonderfully rapid growth of Sacramento during the past five years and its budding metropolitan appearance, proves that there is activity. Some of the largest nurseries in the world are being established in the tributary section, orchard and intensified farming acreage is growing rapidly. Several large irrigation projects, including the Government Orland project, are being developed in the Upper Sacramento Valley.

But the big talked-of, hoped for, giant reclamation project is yet a vision—a bold plan to utilize all of the flood waters of the Sacramento River for the irrigation of between two and three million acres of land, which flood control would also reclaim some 2,000,000 acres of over-flow and swamp lands.

2,000,000 acres of over-flow and swamp lands.

The control of the Sacramento River is a big problem in California. For instance, one man told the writer that about 30 years ago he used to buy groceries in a store near Sacramento that is now a submerged cellar, because of the filling in of the river silt. This problem dates back even to early mining days, when whole mountains of dirt were washed down from the headwaters of the stream. This practice is now unlawful, but the river banks are today from five to 20 feet higher than the valley lands on either side in many places. This giant Sacramento Valley reclamation project it is estimated will cost somewhere between forty and eighty millions of dollars, for the storage reservoirs, the dredging and the irrigation canals. But it has been pronounced as entirely feasible for joint Government, state and community construction.

Northern California is keeping itself

leasible for joint Government, state and community construction.

Northern California is keeping itself before the world in a boosting way, one of its chief agencies being the Sacramento Valley Development Association, which association plans to spend at least \$50,000 a year for the next five years. About \$12,000 of this amount comes from voted county assessments. From the neat, bustling office headquarters some 50,000 copies of the Sacramento Valley Monthly are scattered every month, one-fifth of these copies going to persons who are credited with the regular subscription price of 24 cents a year. One of the officers of 24 cents a year. One of the officers of the association estimates that prob-ably one-half of the persons who ac-tually come to this part of the state

almost cost the life of ex-President to their 24-page magazine.

Tabulated results in the office record the names of 30 persons who were known to have come to this part of the state as a direct result of the association's activities during one of the months just previous to the writer's visit. And 20 persons came during another previous month. The 20 persons came from the following states; New York, four; Illinois, three; Southern California, three; Washington, two, and one each from Tennessee, Nebraska, ore each from Tennessee, Nebraska, Kentucky, Kansas, Ohlo, Arkansas, Mississippi and Canada. Tabulated as to origin, the records credit farm journal ads with five, daily newspaper ads five, correspondence three, not stated three, magazine ads three and Sacramento Valley Magazine one. During the month when 30 persons came 11 are mento Valley Magazine one. During the month when 30 persons came 11 are credited to farm journal ads and 14 of the total number came from the states of Nebraska, Illinois and Ohlo.

Exhibits and jectures form one of the boosting features of Southern Califormatics. The same point was made by one of

nia. In Los Angeles, for instance, there are not many times of the year or the day when one cannot hear a free had its own ideas about Chinese and Japanese exclusion, Roosevelt to the contrary, notwithstanding. And it is safe to say that this question piqued to the curiosity of many an Easterner to know just what sort of land and people there was in California. The glust was a contrary, notwithstanding. Then came along the Japanese war readed on the calendar. The contrary of the metropolis of Southern California. And the term of Southern California. And the term of Southern California the calendar. The day of the writer's visit one of the 13 distinct lectures that conveyed each other up, from 10 o'clock until 4:30, related to a neighboring state, Arizona. These lectures are expertly handled directions and the contraction of the calendar. The calendar of the calendar of the calendar of the calendar of the writer's visit one of the contraction at the Golden Gate in 1913, but it is one of the reasons. San Francisco llustrated lecture about some special

is one of the reasons. San Francisco needed an extra job, and a big job, to keep itself busy until it could catch up with itself in the matter of city evolution.

And all of this to the glory, not the discredit of San Francisco, and all of this to the glory and the same discretization of th

in unison. It should be noted, too, which statement applies to the whole of California, that some of the most consistent local boosters are among the newest arrivals, who haven't any real

estate to sell either.

California's contrary climate is California's contrary climate is its greatest asset, considering that this climate returns to the land tiller practically every known variety of fruit, grain or vegetable that is grown. The boost booklets on California grant that there are two fruits not grown in California—the pineapple and the banana—but they are hasty to inform you that these fruits can be had from their little South Sea neighbor. Hawaii. Several years ago there were a few crops that California had not yet annexed, but the experts now testify that vast areas in California are adapted to to-bacco, rice, cotton and to practically everything else new that you can think of. The chief limitation to land development is water. Water is real gold

CROWN PRINCE CONSTANTINE WILL LEAD GRECIAN ARMY AGAINST TURKS

Generalissimo of Greeks Is 44 Years Old and Is Married to Duchess Sofia, Sister of Kaiser, but Couple Are Now Separated-They Have Five Children.



Henry F. Cochems was one of the conspicuous figures in the attack which almost cost the life of ex-President

acres that are yet in grain are a safety

can handle them."

The same point was made by one of the officials of the California Development Board, the statewide publicity league. This organization has recently been specializing in a study of the possible effect of the Panama Canal upon California, and a man was sent on an extended trip of investigation to the Old World, to anticipate if possible the number and the class of foreigners that might be expected to immigrate direct to California following the opening of the big ditch. Advance esti-mates are hexardous, but it was "thought" that the canal would not be open very long before a total annual crop of 50,000 native Europeans would be poured out by the steamship companies onto the Pacific Coast.

And it is a debatable point in California now whether the state should encourage or discourage direct foreign

courage or discourage direct foreign immigration through the Panama Canal. In the meantime, prior to the completion of the Panama Canal, every agency is being organized toward preparing the way so that these expected foreigners may be directed back to the soil. California realizes that if this is not done their cities will soon have to face the perplexing slum and sweat-shop problem that is now fastened onto the Eastern cities.

(The third article in this series of ten articles on "The Westward Move-ment of Population" will be: "Arizona, Our Youngest State."

Books Added to Library

PHILOSOPHY. Zancig-How to tell fortunes by cards. RELIGION.

Bacon-An introduction to the New Tes-Hamill—The Sunday school teacher, c1901.

Hamill—The Sunday school teacher, c1901.

Ludlow—All about the primary, 1911.

Williamson—Great law; a study of religious origins and of the unity underlying them. 1899.

SCIENCE.

Hazeltine-The law of the air; three lec tures. 1911.
Stone—The timbers of commerce and their identification. 1905.
Suzzalio—The teaching of primary arithmetic; a critical study of recent tendencies in method. c1912.
Wheelock—Nestlings of forest and marsh. Woodward-History of geology, 1911.

Burstail and Douglas—Double schools for girls, a series of papers on their history, aims and schemes of study. 1911.
Graves—Great educators of three centuries; their work and its influence on modern education. 1912.
Munroe—New demands in education. 1912.

have been adopted by the administration toward the masses of the Corean people for the purpose of driving them out of the country. His declaration is to be widely circulated in Corea. Now that Greece has declared war against Turkey the army will be under the command of Crown Prince Constan-tine, who recently took the oath as the Generalissimo of the Greek army. The Crown Prince is 44 years old. His mar-riage to the Duchess Sophia, sister of the Kalser, has not turned out altogether happy. The couple are now liv-ing apart, but there has been no scan-dal up to the present time. They have five children. Martin H. Glynn, the nominee of the Martin H. Glynn, the nominee of the New York State Democrats for Lieuten-ant-Governor, is the editor of the Al-bany Times Union. He was born Sep-tember 27, 1871, at Kinderhook, N. Y. He served a term in Congress, and also as State Controller of New York State.

Tvan S. Guechoff

Roseberry—The reform of the House of Lords; three speeches. 1910. Smith—The home-made kindergarten, 1912.

USEFUL ARTS. Bruce Scientific mental healing, 1911. Lakes-Prospecting for gold and silver. 1899. Potts-Chemistry of the rubber industry. 1912.

1912.

Ravenel—Ravenel's road primer for school children. 1912.

Roe—Steam turbines; a short treatise on theory, design and field of operation. 1911.

Telford — Standard paper-bag cookery. c1912.

Terry—The A B C of strawberry culture, for farmers, village people and small growers, a book for beginners. Ed. 2, rev. and enl. 1902.

Thomas—Shipping cierks, correspondents.

eni. 1902.

Thomas—Shipping clerks', correspondents' and travelers' handbook of Spanish involcing, insurance, bookkeeping, legal and technical terms, with Spanish powers of attorney, cable inquiry code, tables of the English and the metric systems of weights and measures, short cuts and metric calculations, coinage, conversation, etc. 1911.

BOOKS ADDED, REFERENCE DEPT.

Dawson-Road to Avalon. Dutton-Little stories of England.

The Navy has lost the services of one

of its highly trained and best known ordnance experts by the retirement for age of Rear Admiral Newton E. Mason. Until a short time ago, Admiral Muson

Crown Prince of Greece

Dawson—Road to Avalon.
Dutton—Little stories of England,
Genn—Rome.
Goodwin—White aprons; a romance of
Bacon's rebellion, Virginia. 1676.
Hars—A graduate coach.
Hinkson—Golden lily.
Hofer—Children's singing games, old and
new, for vacation, schools, playgrounds,
schoolyards, kindergartens and primary
strades.

strades.

Howe—India.

Mitton—Scotland.

Mosmulier—Erik the Red, Leif the Lucky and other pre-Columbian discoveries of

merica.
Round—Child Marian abroad.
Siepen—Berlin.
Van Millingen—Turkey.
Wiggin—Penelope's progress.

'LIFE" WILL BE PUBLISHED Work on Late King Edward's Biography to Be Authorized.

BOOKS ADDED, REFERENCE DEPT.

Agricultural society of Japan—Useful plants of Japan described and illustrated. 5 v. 1895-1902.

Hardy—Colonial families of the southern states of America, a history and genealogy of colonial families who settled in the colonies prior to the revolution. 1911.

Hill—Hill's reference guide for landseekers, travelers, schools, tourists, emigrants and general readers, including description and outline maps, with new method of quick finding location, in each state of any city or village of 200 population and more. 1912.

Lowery—The Lowery collection. A descriptive list of maps of the Spanish possessions within the present limits of the United States. 1802-1820-1912.

Montana historical society—Contributions of America. Ed. 2. 1912.

Mend, McNaily & Co.—Commercial atlas of America. Ed. 2. 1912.

Steinlen—Steinlen and his art; 24 carcioons, with a critical introduction and descriptive notes. 1911.

U. S. Library of Congress—Law Library Guide to the law and legal literature of Germany, by E. M. Borchard, law librarian. 1912.

BOOKS ADDED TO CHILDREN'S DEPT.

BOOKS ADDED TO CHILDREN'S DEPT. royal highness will be the Prince of Barnes-Little lady at the fall of Quebec. Barrie-Margaret Ogilvy.

—To Women— Seeking Health and Strength

For those ills peculiar to women Dr. Pierce recommends his "Favorite Prescription" as

"THE ONE REMEDY"

A medicine prepared by regular graduated physician of unusual experience in treating woman's diseases—carefully adapted to work in harmony with the most delicate feminine constitution.

tomers for the past 40 years. It is now obtainable in liquid or sugar-coated tablet form at the drug store—or send 50 one-cent stamps for a trial box, to Buffalo.

All medicine dealers have sold it with satisfaction to cus-

Every woman may write fully and confidentially to Dr. Pierce, Invalide' Hotel and Surgical Institute, Buffalo, N. Y., and may be sure that her case will receive careful, conscientious, confidential consideration, and that experienced medical advice will be given

Dr. Pierce's Pleasant Pellets regulate and invigorate stomach, liver and bowels. Sugar coated, tiny granules easy to take as cand