

of this country has increased 20 per cent. since the last census was taken in 1900 and according to conservative guesses by men who are qualified to know, the number of persons should total in the neighborhood of 90,000,000. As a consequence statisticians have arrived at the decision that in 1920 the popula tion will touch the 100,000,000 mark

The census of 1910 is to cost the people little more than that of 1900 for the reason that machines, which are wonderful in their makeup, have been invented by members of the census bureau and these do far greater work than

the old style counting devices in use when the job was started nine years ago. There are two styles of machines-one is the

card punching device and the other, the tabulator.
The first punches the holes in the census cards, which are arranged much as in the conventional card index. The wonderful tabulating machine then takes the pasteboards and solely by mechanical means adds, classifies, and makes up totals from the cards, which pass through the device faster than the eye can follow them. Both machines are essential and each is dependent upon the other for success

The new card punching machine, which is a great improvement upon the old system, is an electrical contrivance. Hitherto the operator was compelled to play upon it like a typist, but to-day all that is necessary is to touch the key desired, press a lever and the machine keeps on punching cards as long as the power is kept on. The old hand puncher was capable of sending out 900 eards each day while the new automaton attains a speed of 3,500 and saves the operators' nerves.

Another feature of these new machines is that the United States will soon know, after the cards have been turned in by the great army of statistics gatherers, just where it stands on population.
Classification is also a great feature, divisions being made of whites, blacks, and other races,

with females, males, natives, foreigners, married and single persons.

One hundred and fifty of these new machines are in the process of construction for the census taking of 1910. Three thousand persons will do the clerical work in the government offices at Washington. So you see there is something to this census taking business.

Director North of the census declares that as soon as the incoming cards are punched he will be able to give to the country the total. tabulating machines are now a closely guarded secret in a little machine shop at the census ureau offices in Washington and at last accounts the experts at work upon it were perfecting the details of its construction. It is a government invention and no one person gets the credit for it but it will revolutionize the business of counting

In other years Uncle Sam's work of taking a snap shot of his people was like a man in the hay and feed business jumping into a printing shop

and trying to make good. The conditions each ten years were so much different from those of the decade previous that

CRESSY L.WILBUR CHIEF STATISTICIAN

even though the same persons were given the care of the offices connected therewith, they found country, no adequate plans were made when the themselves at sea within a few days. Now, however, the permanent census bureau makes the counting of the population a business for all time with Uncle Sam and this gigantic job will be given the attention of his weather eye from day to day, though the fruits of the work will be thrust into the public gaze only once in ten years.

Men who are experts on taking the census of countries declare that the system by which the government will take the count in 1910 is admittedly a model which the whole world should follow, if it would be as up-to-date as this corner. Another project is on foot to-day which will greatly facilitate this census program. That is the rection of a permanent home for the population-counters. If congress allows Director North to erect such an edifice, it will be a specially constructed statistics manufacturing plant. communication to congress Director North sets forth his plans. He plans to expend the sum of \$675,000 for the purchase of a site and for the sixstory fireproof building upon which he is laying his program. This, he says, will provide ample accommodations for the 3,000 persons who are engaged in this work from year to year.

To-day, if you were to visit Washington, and wished to see the census bureau, you would be led to a one-story brick structure erected for the tabulation of statistics in 1900. One great space problem which the government faces is the storing of census reports and this took up just about all the room of the old structure, so that most of the clerks and other help had to be accommodated elsewhere. It was recently estimated that it would house just about one-fourth of the clerks needed for the census next year.

The great army of house-to-house canvassers who will count you and your family in 1910 are not as yet even estimated by Director North, but it is recorded that one man counts only about 10,000 persons, many of them counting less in the small space of time allotted to the tabulation.

Thousands upon thousands of extra men will

republic was planted on this side of the Atlantic. For that reason every decade saw a hurry and scurry to count the population, great confusion, distress in some sections and general prevalence of conditions bordering on chaos. So, for more than a century it continued thus each year, for the preceding administration, it is stated, did not care about giving the next successful party anything up-on which the caption of "spoils" might be hung, it is declared.

THE OLD STYLE TABULATOR WITH DIALS THAT REQUIRED TO BE RESET BY HAND

So nobody went after a real census system very

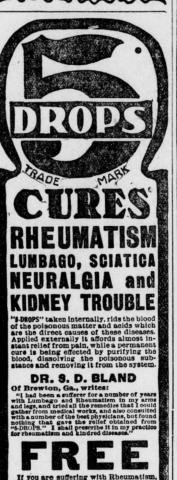
strongly. But modern ideas have been injected into the counting process and the gigantic move for a permanent bureau having succeeded, we are now to have a census which will enumerate speedily, accurately and give results to the people in shortest possible time. The establishment of a permanent bureau will also bring about the perfection of more accurate, faster and far better ideas at later dates. Each decade will see changes for the best, it is declared by those in power at Wash-

Cultivate the Open Mind.

President Eliot says the open mind is a fruit of culture. And it is likewise, a Christian virtue. The man with an open mind is an agreeable person. He just and kindly. One can talk with him with pleasure, for one can be quite sure, if the mind is open, there is no prejudice, envy or ill-will there The open mind is where the truth is welcomed, and where it is not tainted with meanness of any kind.

As a general thing, the more ignorant a person is the tighter is his mind closed. He thus becomes exceedingly absurd, and consequently pitiful. He loses influence and in time, respect. He likes to say his mind is made up, which means that the doors and windows of his soul are shut and no more light

That is a bad situation for a person to get in It is full of cold gloom, pessimism, and malign meditations; and stands in the way of the world getting better. And who wants to be such an obstruction? J. F. PARSONS'



MERE'S DOINT If you are a business man,

did you ever think of the field of opportunity that advertisirg opens to you? There is almost no limit to the possibilities of your business if you study how to turn trade into your store. If you are not getting your share of the business of your community there's a reason. People go where they are attracted - where they know what they can get and how much it is sold for. If you make direct statements in your advertising see to it that you are able to fulfill every promise you make. You will add to your business reputation and hold your customers. It will not cost as much to run your ad in this paper as you think. It is the persistent advertiser who gets there. Have something in the paper every issue, no matter how small. We will be pleased to quote you our advertising rates, particularly on the year's busi-

MAKE YOUR APPEAL

to the public through the columns of this paper. With every issue it carries its message into the homes and lives of the people.
Your competitor has his store news in this issue. Why don't you have yours? Don't blame the people for flocking to his store. They know what he has.

BWANSON RHEUMATIC CURE COMPANY, Dept. 80. 160 Lake Street, Chicago.

The Home Paper

Gives you the reading matter in which you have the greatest interest—the home news. Its every should head your list of newspaper and periodical subscriptions.

C. G.SCHMIDT'S,



FRESH BREAD.

FANCY CAKES, ICE CREAM,

CONFECTIONERY

Daily Delivery.

Allorders given prompt and skillful attention.

Enlarging Your Business



business and you want to make more money you will read every word we have to say. Are you spending your money for advertising in haphazard fashion

as if intended for charity, or do you advertise for direct results?

Did you ever stop to think how your advertising can be made a source of profit to you, and how its value can be measured in dollars and cents. If you have not, you are throwing money away.

Advertising is a modern business necessity, but must be conducted on business principles. If you are not satisfied with your advertising you should set aside a certain amount of money to be spent

If you are in annually, and then carefully note the effect it has in increasing your volume of business; whether a 10, 20 or 30 per cent increase. If you watch this gain from year to you will become intensely interested in your advertising. and how you can make it enlarge your business.

If you try this method we believe you will not want to let a single issue of this paper go to press without something from your store.

We will be pleased to have you call on us, and we will take pleasure in explaining our annual ontract for so many inches, and how it can be used in whatever amount that seems necessary to you.

If you can sell goods over the counter we can also show you why this paper will best serve your interests when you want to reach the people of this community.

JOB PRINTING We can do the finest class of printing, and we

We can do the finest

little cheaper than the other fellow. Wedding invitations, letter heads, bill saie bills, statements, dodgers, cards, etc., all receive the same careful treations a little better than seems necessary. Prompt delivery always.