### ROM METER DE PICTURESQUE PAGEARTS OLLUSTRATING THE • • • • WORLD'S PROGRESS · · · FEATURES OF ST. LOUIS? CENTENNIAL. Y MUNTUNGDON

HE MIGHTY activities and marvelous progress the world has seen in the past 100 years are strikingly illustrated in the centennial celebration of the incorporation of St. Louis. Picturesque pageants with everything in the way of the spectacular which is most likely to stir the imagination of the spectator into appreciating the work of the past through contrasts with the present feature the week's program.

The greater part of the history of early St. Louis

really more fit for the unwritten American epic soem than it is for mere prose. Its work as a frontier town in the first half of the nineteenth century made it the mid-continental city of the United States in the Its pioneer trade routes are now the great routes of steam

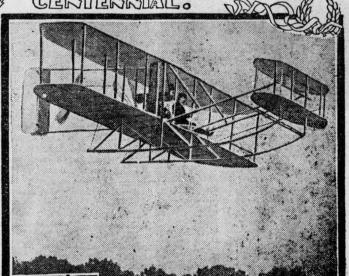
transportation between the Rio Grande and the Canadian border and be-tween the Mississippi and the Pacific. It established the first water routes from the headwaters of the Ohio to the mouth of the Missouri and of the Illinois, opening the first water connection for steam transportation between the Onio and the upper Mississippi and Missouri, developing the Ohio river states on both sides of that stream.

Every state now on the map west of the Mississippi was penetrated by its business pioneers, establishing the first centers of trade. The whole west is interested with St. Louis in celebrating this great event, because in founding the first great city of the trans-Mississippi west the pioneers

made the western beginnings now explained in scores of other western cities and in actual thouare not already great, are not unduly modest in their expectations of becoming so. The invi-tation to a thousand mayors of American cities to participate in the festivities shows that St. Louis fully appreciates its position as the pioneer

city of the great west.

As there were less than 200 houses, including outhouses and barns, in the St. Louis which incorporated in 1809, it could not have had much over 900 people. The town was already the chief seat of the western fur trade, with its trading stations pushed to the headwaters of the Arkansas and far towards the sources of the Missouri and the Yellowstone. Doing business wholly by barter, with almost no money in hand, in sight or in circulation, with resources represented almost wholly by the spirit of its 900 people; with the ax and rifle and blacksmith's sledge as its implements, with the one-horse cart, the keelboat and canoe as its transportation facilities, the little town, when it incorporated, already looked on its work as that of opening up the United States of the future to the Rocky mountains and beyond them to the Pa-cific In 1809 it had lost Meriweather Lewis, but

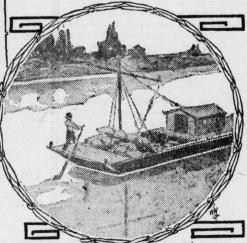


WRIGHT AEROPLANE CARRYING ORVILLE

France. Laclede landed at the foot of what is now Market street, organized the village and resided there for 14 years. He named the new site St. Louis in honor of Louis XV., the reigning sovereign of France. The territory was transferred by France to Spain by secret treaty in 1762, but it was not announced in the new village until October, 1764. In 1803 Spain retroceded the sovereignty to France and on April 30, 1803, France sold all the territory west of the Missis-sippi river, known as the Louisiana purchase, to the United States for \$15,000,000, Napoleon remarking: "This accession of territory strengthens forever the power of the United States."

With less than a thousand inhabitants when

the whole country had not quite seven and a quarter million in 1809, St. Louis emerged from the era of the keelboat and pirogue to pioneer the steamboat on western rivers. Loading its first



MISSISSIPPI RIVER KEELBOAT IN 1809

OLIVE STREET, ST.LOUIS 100 YEARS AGO

OLIVE STREET TODAY

it still had his companion explorer, William Clark, to stand for the spirit of the American and French "makers of destiny" who thought little more of starting a thousand miles into the unknown west from St. Louis than the average St. Louisan now thinks of starting for the Pacific coast in a sleeping car.

From a village of 900 inhabitants to the fourth city in the United States, with a population of three-quarters of a million, is a wonderful achievement, but it sinks into insignificance when compared with the giant strides of the past century in the world of science, commerce, the arts and every field of endeavor which makes for a higher and better civilization.

It is a severe strain on the imagination to at-

tempt to bridge over the gap between the meaning of an airship crossing the Mississippi river at St. Louis this year and what the ancient keelboats of 1809 meant, as they landed at the foot of Walnut street, where the town was founded in 1764 by the pioneers who had paddled and con delled their bateaux painfully up the river from New Orleans under Laclede as he advanced in the bold attempt to control the fur trade of half a continent with his handful of men.

The keelboat then was no more out of date than the airship is now. It was the best modern boat in 1809 which could be equipped by the capital of St. Louis, of New Orleans or of Philadelphia. Because of it Philadelphia and St. commanded the east and west movement of business as that north and south was commanded by New Orleans and St. Louis, as soon as their first fleets of keelboats were regularly organized. helped to make great history, even if it did have to be pulled up stream by a rope dragged by men

This distance in point of change in the way things are done is almost impassable for the mind. In point of fact in St. Louis it is only a matter of the third generation between keelboat and aeroplane. In 1907 the first airship on record as crossing the Mississippi river crossed it at St. Louis during the international contests of that year. It is something to remember now as part of the record to which belongs the his-tory of the first locometive crossing the Mississippi at St. Louis in 1852 to complete the work of the St.

THE FOUNDING OF ST.LOUIS BY LACLEDE. BY SPECIAL PERMISSION FRO BY SPECIAL PERMISSION FROM

Pacific in their "prairie schooners." If we suppose aeroplanes and airships circling in the air above the St. Louis keelboat landing of a hundred years ago we may imagine, if we can, how they appear

Louis argonauts of 1849, crossing to the

to the men whose grandfathers not only navigated the river in keelboats, but lay flat behind the goods the boats grandfathers not only were loaded with while they were being shot at by Indians along the banks.

It is almost if not quite as hard now to imag-ine what the world meant before the age of steam as it is to think out what will be its meaning in the age of the perfected airship and aeroplane. Every contrast possible in the St. Louis centennial week of pageants is a challenge to look backward and forward in the attempt to find out what a hundred years already mean, as the first success in the attempt to find what it to mean shortly, for this generation and for the grandchildren of this generation in 2009.

The makers of the centennial week program were keenly alive to the opportunities for spectacular effect suggested by the most striking events of the world's progress. The aeronautic events such as balloon races, aeroplane and diri-gible balloon contests, suggest the future possibilities of transportation in contrast with those of 1809. For comparison with automobiles and aeroplanes the bateau of Laclede's day, with its stumpy mast, its cordelle and its sweeps, is an educational feature of the water pageant, which includes crafts of all the kinds which now ply the waters of the Mississippi. The Veiled Prophet's pageant, unique and picturesque, is another feature which is full of romantic interest. The edu cational parade, the parade representing 3,000 of St. Louis' industries, the procession of a thousand mayors and the other events which find a place on the program all suggest that as a great week for St. Louis its centennial week is still greater, as it belongs to a hundred years of history-making for the continental United States.

The city of St. Louis was founded by Pierre Leclede Liguest in 1764. The territory west of the Mississippi river was then in possession of

steamboat in 1817, it had more than doubled its population of 1810 in 1820. From 4,000 in 1820, two decades of steamboating gave it 16,469 in 1840. two decades of steamboating gave it 16,469 in 1840. About that time it began its great transcontinental work with the "prairie schooner," reinforcing the steamboat in overland transit. With the transcontinental overland movement, to Oregon as well as California, growing, in 1850 it had 77,860 people and was beginning its work as the first ploneer of railroads to the Pacific. After bringing the first locomotive west of the Mississippi in 1852, it more than doubled its population in that decade, reaching 185,587 in 1860. With the foundations of the states now west of the river, already laid along its first trade routes in 1860, it advanced in the next first trade routes in 1860, it advanced in the next two decades to 350,552 people. Chicago was passing it in population then, without being able to take from it its historical place as the "first great the west," the pioneer and founder of the west of the present. Since 1880 it has doubled its population once more, advancing from 350,000 to over 700,000. At its present rate of increase, re sponsive to that of the Mississippi valley, St. Louis is doubling business in a little over 10 years bank clearings increased from \$292,000,000 in 1869 to \$3,074,000,000 in 1908. Its tonnage of merchandise received and forwarded was 20,162,000 tons for the first six months of this year. Its bank resources reported June 23, 1909, at \$385,881,000, more than double the total of the tenth year back

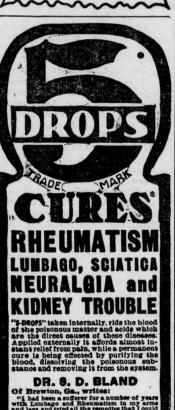
Such figures illustrate much more than local They are mid-continental before become local, in the sense that the people of the whole area between the Allegheny and Rocky mountains are now exerting new energies and utilizing new forces of growth, unforeseen even as late as 10 years ago. As the percentages of this growth are of course greatest west of the Missis-sippi river, St. Louis has almost "made itself over" in 15 years in growing up to the new growth of the country. Since it began work for the world's fair, celebrating the Louisiana purchase, it has learned to look back on itself in the last decade of the nineteenth century as "old St. Louis." In looking back to the older St. Louis of 1809, it can boast that as a frontier outpost it led the progress of the continental United States. In looking forward, in its centennial year, it can see that the greatest results of the history it has made are only the beginnings of greater results, which belong to the immediate future of the continental United States, whose progress makes the frontier town of 1809 the midcontinental city of 1909.

#### GRAFT FOWL BONE ON JAW.

An unusual surgical operation was performed at St. Joseph's hospital, in Omaha, recently. A portion of the jawbone of Lucretia Norris was removed and a piece of chicken bone inserted in the place of a diseased section.

The girl is six years old, and was born with a malformed jaw. It was to remedy this that a bone from a freshly killed chicken was inserted.

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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 bustness; 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 contract 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.

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