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**THE GRANGE**  
 Conducted by  
**J. W. DARRROW, Chatham, N. Y.,**  
 Press Correspondent New York State  
 Grange

**THE GRANGE NAME.**  
 An Influential Factor in Business  
 and Legislation.

**National Master Bachelor's Warning  
 to Those Who Would Benefit by the  
 Grange Name in Enterprises Outside  
 the Grange.**

In his department in the National Grange Organ in a recent number National Master Bachelor remarks that as the grange is fast becoming an influential factor in social, educational and financial affairs, both state and national, the fair name of our organization must be protected. There is and will continue to be, he says, great effort made by people with wares to sell and legislative matters to promote to in some way use the word grange in the name adopted to designate their business or scheme in order to deceive the people and draw support to the enterprises by causing them to be known as grange enterprises. There is absolutely no justification for this unless the grange or some committee appointed by the grange has absolute authority in the management.

To be more specific, we may say that an agricultural fair should not be known as a grange fair unless its management is in the hands of the grange or has been specifically indorsed by the grange having jurisdiction. A store should not be known as a grange store unless conducted by the grange or giving special rates to members of the grange through grange authority. A paper has no real authority for the use of the word grange in its title unless its policy is directed by the organization, but grange departments in papers designed for other fields do not come within this restriction, for they simply contain grange news and do not carry any policy or responsibility of the grange. The use of the word grange in the title of banks without a controlling interest in such banks being in the hands of directors chosen by the grange, whereby special privileges would be secured to members of the grange, is an unauthorized and improper use of the fair name of the grange.

Other instances might be cited in which wrong impressions are conveyed and the name of the grange placed in great jeopardy by the use of its name. In a word, the name of our organization should be restricted by action of the national grange to such enterprises as at least have their policies dictated and their affairs directed by members of the grange in some official capacity, for any other course in case of disaster would bring much odium upon us, even though we have no opportunity to prevent such disaster. We do not undertake to say that an agricultural fair, store, paper or bank using the name grange in its title should necessarily be financed by the organization, but we do most emphatically assert that the use of the name carries with it or should carry with it the authority to dictate the policy and direct its general management.

Few people realize the power of the grange organization or the influence that it is exerting along such a variety of important lines every year. Such a system as that in vogue in Massachusetts, which puts into actual and easily understood figures the total work done in a state during a year, aids greatly in bringing a realization of the magnitude of the work and influence of the Order not merely to those not identified with it, but even to its own members who do not always appreciate the scope and power of the Order of which they are a part.

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**STATE LECTURERS' WORK.**

**Model System in Vogue in Massachusetts State Grange.**

The advantages of putting grange work upon a thoroughly systematic basis, so that exactly what is being done can be positively known and definitely recorded, is shown in Massachusetts, where the state lecturer, Charles M. Gardner of Westfield, has so systematized the work done during the lecture hour that at the end of the year a complete total can be drawn off exactly as the large business concern draws off its annual balance sheet for the inspection of its stockholders.

This result is made possible by a carefully prepared report system whereby every subordinate and Pomona lecturer in the state sends to the state lecturer once in three months a complete summary of all lecture hour work in that grange, how many people helped do it and how many persons attended the meetings. At the end of the year the entire work of each grange in the state is summarized and shown on a large chart that is exhibited at the annual state meeting. By this system the astounding fact was brought out of last year's work that over 40,000 persons had contributed something to the lecture hour programmes in Massachusetts and that the total grange audience of the year was 245,000 persons.

This system affords more than a mere record of results. It provides the means of comparison one year with another; it furnishes every three months a correct idea of how each grange is getting along, whether holding its own or not; it also gives the local lecturer added reason for urging his members to do their best in order that that grange shall make the best possible showing on the year's chart at the state meeting. A record is also kept of the leading topics discussed during the year, and this also is presented to the state meeting to show along what lines grange thought is being especially directed, while the distinct grange efforts in behalf of town improvement, good citizenship, better schools and other matters of civic betterment are carefully recorded.

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**GRANGE CO-OPERATION.**

**A Profitable Business Enterprise at Vineland, N. J.**

Vineland grange of New Jersey, in connection with the Farmers' Club and Fruit Growers' union, formed an association about six years ago under the name of the Grange Co-operative society. Nine directors were chosen as a board of managers. Persons became members by buying stock at \$5 per share, but two-thirds of the members must be Patrons. In July, 1904, a grange store was opened, which carried a full line of groceries, feed, etc. The co-operative plan provided for the payment of 5 per cent on each stockholder's interest in the concern at the end of the year; also such a percentage on all goods he had purchased as his sales would allow after paying the expenses. All sales must be for cash. The business amounts now to over \$30,000 a year. Last April the store building was burned, and a new one is now being erected. This will contain a grange hall with all modern improvements. The membership of this flourishing grange is 364. It has become one of the most popular societies in Vineland.

**Connecticut Patrons Helped Celebrate.**

The Patrons of Connecticut took a prominent part in the bridge celebration at Hartford. The grange features of the parade were a touring car containing the officers in full regalia and a float representing colonial agriculture drawn by three pairs of oxen, followed by units representing Farm, Pomona and Ceres. A big agricultural farm truck loaded with farm machinery of the latest pattern was last in the grange procession. The animal, drawing these various floats, was blanketed and marked "Connecticut State Grange P. O. H."

**Pushing the Work.**

The work of organizing new grange, will be pushed with vigor after the election is over. State Master Godfrey of New York state will put out one or two special organizing deputies in the field. State Master Pierce of Vermont has also secured the services of two organizers for the work.

People generally read advertisements more than they did a few years ago. The reason is to be found in the advertisements themselves. Advertisers are more careful than they used to be. They make the advertisements more readable. Some of them even become, in a way, a department of the paper, and people look for them every day with as much zest and pleasure as they turn to any other feature.

This is true of many department stores all over the country. In many cities there is just one man who appreciates the value of such interest. He breaks away from the old set style. He tells something interesting in his space every day.

There are lots of interesting things in business. Look over the miscellany page of any paper—look at its local news columns, and its telegraph news, for that matter, and you'll see that the majority of the items are more or less closely related to some business fact.

Dress these facts up in a becoming garb of words, and they will find readers, even though they be in a "mere advertisement." Let the merchant come down off his pedestal and talk in his ads.

He needn't be flippant—far from it, but let him not write as if he were addressing somebody afar off, and telling him about something at even a greater distance.

The newspaper goes right into its reader's house—goes in and sits down with him. It is on the table when he eats, and in his hands while he is smoking after the meal. It reaches him when he is in an approachable condition.

That's the time to tell him about your business—clearly, plainly, convincingly—as one man talks to another.

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**Short Talks on Advertising**  
 By Charles Austin Bates.

No. 19.

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Cultivate the Habit of buying reputable goods from a reputable concern. We are agents for W. L. DOUGLASS SHOES from 2.50 to 5.00 per pair. Wood School Shoes for boys has no equal. Tracys Shoes for farms are, we find, always satisfactory.

A GOOD ASSORTMENT of CHILDRENS' and LADIES' Heavy Shoe Fine Goods at correct prices.

**W. L. DOUGLASS BROCKTON, MASS.**  
**THE BEST \$3.00 SHOE IN THE WORLD.**

CATALOGUE FREE.

**Clothing Made to Order**  
 All have the right appearance and guaranteed to stand in both material and workmanship and price mite. We also manufacture Feed, the Flag Brand. It is not cheap, but good. Is correctly made. Ask your dealer for it or write us for prices.

**NORDMONT SUPPLY Co.**  
 General Merchants, PROPRIETORS NORDMONT STEAM MILL NORDMONT, PA.

**Marry in Haste—Repent at Leisure.**  
 Those who Join Themselves to "UNCLE SAM" Have no Cause for Repentance.

**The Improved U. S. Separator**  
 Separates the Cream from the Milk not Husband from Wife.

No Jawing from the Women.

BAVE SHOREHAM, Vt., March 12, 1904.  
 I like the No. 4 Improved U. S. Separator bought last year very much. It skims to a trace, and puts the cream in a perfect condition in such shape that we have realized 25 per cent. more from our cows this winter than ever before (this is a fact). It has been run for 4 months, and has not cost a cent for repairs. The enclosed gear is to me a great thing. I would not have a separator that will load did not come free. The draft is the lightest of any machine that I ever turned, and I have had a long experience with two others. The bowl is so easy and simple to clean that it does not come into account. The calves are doing the best that I have ever had them do. No jawing from the women. This separator makes them always pleasant. For it saves them nine-tenths of the work of the dairy. Now I do not write this for your benefit, but for the good of some one who may be trying to decide whether and what to buy for a separator. Your sales here show that some of us are of the same mind on the separator question.  
 GEORGE THOMAS.

Send for Illustrated Catalogues.

VERMONT FARM MACHINE CO., Bellows Falls, Vt.



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**No. 2 Folding Brownie**

Price, \$5.00

A wonderfully capable and accurate camera built on the Kodak plan. Good enough to satisfy experienced photographers, yet so simple that children can use it.

PICTURES 24 x 34 inches. Loads in daylight with film Cartridges.

Fitted with meniscus lens, and shutter with iris diaphragm stops.

Full description in Kodak Catalogue FREE at any photographic dealers or by mail.

EASTMAN KODAK CO., Rochester, N. Y.

**WINCHESTER**  
**"NEW RIVAL"**  
 FACTORY LOADED SHOTGUN SHELLS

No black powder shells on the market compare with the "NEW RIVAL" in uniformity and strong shooting qualities. Are fire and waterproof. Get the genuine.

WINCHESTER REPEATING ARMS CO. New Haven, Conn.

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*If You Are Going to Get Whisky, Get Good Whisky*

**Old Penn Whisky**  
 is good, and is distilled from carefully selected grain

75c a Quart \$2.75 a Gallon

If you want the finest whisky made we recommend **Imperial Cabinet Whisky** \$1.25 a Quart \$4.75 a Gallon

Champagnes, Sherries, Ports, Catawba, Moselles, Rhine Wines, Brandies, Gins, Cordials.

We are the oldest wine and liquor house in Philadelphia, we refer to the thousands of Physicians who send here for pure liquors.

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**Thomas Massey & Co.** 1310 Chestnut St. Philadelphia