

REFLECTION

California's average annual revenue from her seven foremost crops— oranges, deciduous fruits, lemons, cotton, wheat, barley and beans—is estimated at \$148,000,000. California's average annual revenue from the most dependable crop which that region boasts today—the tourist traffic—is greater than all of these combined, or \$150,000,000.

Colorado's average annual revenue from her tourist traffic is \$50,000,000. Denver's average daily increase in population, directly traceable to the tourist traffic, is about fifty persons.

MICHIGAN'S average annual revenue from her tourist crop is \$75,000,000—\$70,000,000 for the lower peninsula, and \$5,000,000 for CLOVERLAND.

CLOVERLAND'S TOURIST BUSINESS—\$5,000,000.

We hear so much about it—and yet do so little for it.

There is not a progressive merchant, hotel keeper or garage proprietor in the Upper Peninsula of Michigan today who can truthfully say: "I have not shared in the business resulting from the heavy annual tourist traffic to the Northern Peninsula of Michigan."

It is high time, now, that Cloverland begin grooming itself for the big reception—the spring and summer rush of tourists to the shores of Superior. It is high time for the hotel man to dust up the spare room; the garage owner to clear his decks for storage rentals; and the merchant to add a dash of bright color to his window display—FOR THE TOURIST.

Just as sure as the tourist traffic represents the most tangible, dollar-producing source of revenue which Upper Michigan boasts today, so is it that some force, some power, some organization is behind this great movement to encourage to Northern Michigan the annual flood of summer vacationists.

The Upper Peninsula Development Bureau is one of these forces, and that institution is devoting from \$7,000 to \$8,000 a year to bring the tourist into YOUR store, YOUR hotel and YOUR garage. What are YOU doing in return for this FREE ADVERTISING SERVICE?

And now, in order that there may be a more equal division of the \$75,000,000 revenue realized by Michigan from her annual tourist business, the Development Bureau has entered into an advertising plan which, we are confident, will increase this year's tourist traffic 100 per cent, with the subsequent benefit to Cloverland's business establishments. It is a simple, decidedly inexpensive yet most certainly effective plan which has ever been tried out in Upper Michigan.

If a representative of the Bureau does not call on YOU within the next week or ten days, you will profit considerably by writing to the Bureau for further information.

YOU CANNOT AFFORD TO BE LEFT OUT OF THE PLAN.

WRITE

The Upper Peninsula Development Bureau of Michigan
MARQUETTE MICHIGAN

Kamp Kaw Baw Gam, a Summer School for Boys

By JOHN A. DOELLE

"Where the birds sang in the thickets
"And the streamlets laughed and glittered."

LONGFELLOW, they tell us, sought the hills and valleys of Cloverland in the Upper Peninsula of Michigan for the inspiration which gave to America's youth that most fascinating of Indian fairy-tales, "Hiawatha." And the now immortal Longfellow apparently found in Cloverland that which he sought, for there is no work today which so beautifully describes the gorgeous natural splendors of Northern Michigan's great pine region.

The character of Hiawatha has found a living picturization in my own mind—and I am sure in the minds of others who knew the man—in the memory of old Charlie Kaw Baw Gam, last chief of the Chippewas who died several years ago in a small ramshackle hut at Presque Isle, near Marquette. Tall, straight as an arrow, yet with the burden of 104 years heaped upon that erect head and the broad shoulders, Kaw Baw Gam roamed his native haunts on Presque Isle almost to the day of his death. Many a thrilling tale of adventure was built about him by the youth of Cloverland, and Charley's "umph", in answer to the excited queries of the hundreds of little tots who made regular weekly pilgrimages to Presque Isle, meant more to them than volumes of story books. For didn't Kaw Baw Gam know where there "waz billyuns of dollars worth of gold 'n silver 'n everything stowed away on Presque Isle?" And wasn't it Kaw Baw Gam who stole forth from his little shack, when the moon was high in the Heavens, and wailed out his prayers to the Keeper of the Happy Hunting Ground? And couldn't he build a big, roarin' fire by rubbin' a coupla sticks together, 'n make swell bows and arrows 'n—well, there was nothing in the minds of Cloverland's boys and girls which Kaw Baw Gam could NOT do.

And today, on Presque Isle, you will find a huge boulder, carved from the cliffs near the little peninsula, and bearing across its broad surface, the inscription: "Kaw Baw Gam." The last chief of the Chippewas is buried beneath it, with his squaw by his side. He has gone to his Happy Hunting Ground.

And so we learn that our old chief's name is to live again, and is to be affixed, once more to a worthy enterprise—an enterprise which, if effectively and worthily carried out, should truly merit that name which signifies, to most of us, stoutness of heart, strength of body and character, and sincerity of purpose.

Have you heard of "Kamp Kaw Baw Gam?"

Probably not—yet. Kamp Kaw Baw Gam, is, or will be, Cloverland's first out-door semi-military academy. It

will be a happy combination of woods, water and academics; it will have a threefold purpose—to remedy, where possible, physical defects, to instruct the youth in all branches of woodcraft and out-door athletics and to train his mind in such academic courses as will adequately prepare him for the higher institutions of learning. Did I say a happy combination?

To Henry J. Loper, of Jackson, Michigan, former physical director of Culver Military Academy, an ex-officer of artillery, A. E. F., and at the present time principal of the high school of New London, goes the credit of originating the idea. H. Orville Bell, a former Marquette young man, now teaching in the high school of Fond du Lac, Wisconsin, has been strongly instrumental in piloting that idea to a definite plan.

The promoters of the camp and their associates, have selected a site, mapped out a systematic course of in-

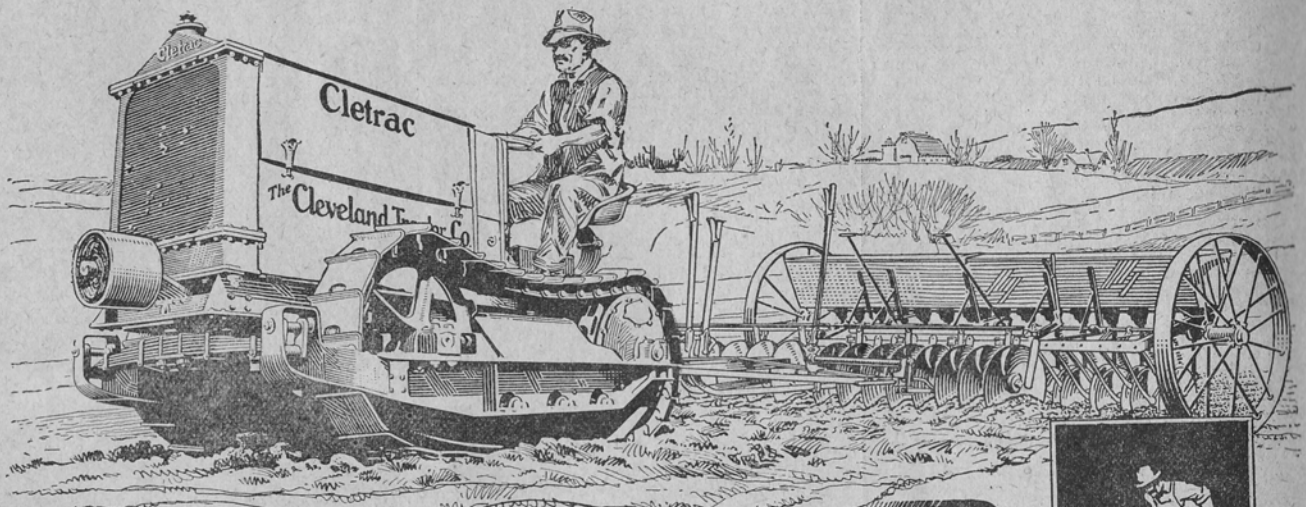
struction, arranged a definite schedule of classes, recreation, etc., and have assigned the various branches of the work to individuals adequately capable of handling the work.

Kamp Kaw Baw Gam will be located on the shores of Deer Lake, Alger County, at its eastern extremity, on a plot of ground covering some forty or more acres. Accommodations sufficient for 400 Cadets will be provided this spring, in preparation for the official opening on June 29. The school will be continued for eight weeks, closing on August 24.

There is probably no location in Upper Michigan more adequately prepared, by nature's hand, for the work which will be carried out at Kamp Kaw Baw Gam, than Deer Lake. Within a stone's throw are three of the most picturesque water scenes to be found anywhere—Munising Falls, Laughing Fish Falls and Au Train Terraces. And a short jaunt through the dense pines which surround the

site of the "Kamp" brings the hiker in full view of Pictured Rocks—a favorite objective among tourists the country over. Pictured Rocks, once seen, is never forgotten. Grand Island, one of the prettiest game preserves also awaits the cadet. The site offers excellent and ample facilities for bathing and boating, and Cloverland's nimrods tell us that Deer Lake is "jes" live with 'em"—meaning trout, of course.

Probably one of the most interesting, and valuable, features of Kamp Kaw Baw Gam will be the physical corrective work carried out under the direction of Mr. Loper. "We will not guarantee, of course, to correct extreme physical defects," said Mr. Loper, "but we will emphasize remedial exercise and gymnastics where such is deemed necessary. Careful and energetic attention will be given to round shoulders, over-weight, under-weight, and similar physical deficiencies. And I am sure that we can effect decided improvements in these kinds of cases—with possible complete remedy in some instances."



Cletrac Fits the Eastern Farm

CLETRAC goes straight through with the early-spring plowing and has the seed bed ready when weather and soil are just right for planting.

This tractor travels the firm, dry road laid down by its own tank-type tracks. These broad treads grip the soft ground and keep Cletrac from digging in or packing the mellow, fresh-turned earth. Most of the power from its husky motor is turned into direct drawbar pull.

Cletrac is compact and low-set—hugs the ground on side hills. It handles a double-disc harrow and heavy drill without faltering. It's easy to operate and because of its short turning ability, works small fields and gets into the corners.

Our booklet "Selecting Your Tractor" will give you lots of valuable tractor information. Ask your local Cletrac dealer for a copy or write direct to us.

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SPECIFICATIONS

Horsepower: 12 at drawbar, 20 at belt-pulley
Length: 96 inches
Width: 50 inches
Height: 52 inches
Weight: 3420 pounds
Turning Circle: 12 feet
Traction Surface: About 800 square inches
Center to Center of Tracks: 38 inches
Belt Pulley: Diameter 8 inches, face 6 inches

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