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Butter at 35 cents a pound

A rather unusual turn in the European war news

One of the dye experts of the federal bureau of foreign and domestic commerce

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the buggy business. The first thing

he knows some live buggy dealer will

open up, take a good-sized slice in

the local newspapers, and reap a rich

harvest from his neglected opportunities.

The Vehicle Monthly believes that

more and better local advertising is

precisely the stimulus a great many

buggy builders and dealers need to

produce a large increase in their sales.

Buggies need more local, small town

newspaper advertising.

Do not fail to advertise your horse-

drawn vehicles. They are as staple

merchandise as flour or sugar, but

you must let the public know where

you are, what you have in stock, and

how well you can serve your customers.

Inaugurate a buggy advertising

campaign in your best county paper

and watch for the good sales that usually

follow.

THE RURAL SCHOOL TERM.

Before the rural schools can come

into possession of the things due them

there must be an aroused public sentiment

as to their needs, as J. L. McBrien

school extension agent of the United

States bureau of education, writes in

another of the series of bulletins he

has contributed to the discussion of

this important subject.

Previous articles by Mr. McBrien,

which have been presented in part

in these columns, have served to show

how to increase the rural school term

by a better average daily attendance

on the part of rural pupils.

It has been pointed out that the

average daily attendance of all pupils

enrolled in the rural schools of the

United States is only 67.6 per cent of

the enrollment.

If it were possible to take into con-

sideration the large number of rural

children who are not enrolled but who

should be enrolled by a proper en-

forcement of a reasonable compulsory

attendance law, the average daily at-

tendance in the rural schools for the

country at large would be less than 50

per cent.

In support of this declaration, the

following is quoted from the annual

report of the state superintendent of

schools of Georgia for the school year

ended December 31, 1915. Pleading

for a reasonable enforcement of a

reasonable compulsory attendance law,

this superintendent declares:

"There are some men who are so

mean by nature that they must be

forced before they will give their

children educational opportunities for

school training. The figures show that

159,630 children of school age in this

state did not attend school a day last

year. Many of these have never been

enrolled during any previous year.

When the strong arm of the law

will grow up in ignorance just as

thousands before them have done."

If one step further is gone along the

same line of reasoning, and there are

taken into consideration the millions

of rural children in short-term schools

of three to four months in length, it

is evident that the average daily attend-

ance of millions of pupils in the rural

schools for the nation at large is not

50 per cent of what it should be when

measured by the attendance of pupils

in city schools with a nine months

term.

In other words, the short term and

the poor attendance in the rural

schools are depriving millions of coun-

try boys and girls of over half their

birthright in matters of free school

privileges as compared with city boys

and girls.

It is gratifying, of course, that the

city children have the good school

privileges that are theirs. And, in-

deed, it is pardonable to wish that the

house in the whole history of the

family."

"All the ages of race history and

every level of civilization can be found

in any county or community," as Pro-

fessor Branson adds, "even in our

crowded centers of wealth and culture.

We need not hunt for eighteenth cen-

tury survivals in mountain coves

alone."

And the only remedy for such

conditions is the education of these

people.

How long is it to be denied them,

and their children? And when it is

laid at, or is already near their doors,

they must be forced to accept it, at

least for their children, if they are

reluctant at first to do so voluntarily.

JOURNAL ENTRIES

Free advice is naturally as worth-

less as anything else that doesn't

cost anything.

A man can always set up a pretty

good defense for himself, at least in

his own mind."

The hardest manufacturing job is to

develop a finished product out of hu-

man raw material.

The man who is entirely satisfied

with his own opinions won't hit many

of the high spots on the road of life.

Question for debate: Which is pref-

erable, a short life and a merry or

happy one, or a long life that is more

or less miserable throughout its whole

extent?"

JAYHAWKER JOTS

As the Jamestown, Kansas, Optimist

says: A small boy is never at a loss

to discover some means of disturbing

the peace of a community.

Much excitement over blackmail

gangs, notes the Herington Sun, but

it adds, if the alleged prominent citi-

zen had behaved themselves there

would have been no blackmail possi-

ble.

Applying a power of analysis and

deduction second only to that which

schools of Georgia for the school year

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ON SPUR OF THE MOMENT

BY ROY E. MOULTON.