

THE LACLEDE BLADE

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A. J. CAYWOOD.

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

FRIDAY, JUNE 23, 1922.

Official Announcement

We are authorized to announce
J. E. MONTGOMERY
as a candidate for judge of the 12th Judicial Circuit, subject to the action of the democratic voters in the August primary.

Great System of Highways

A system of highways that will serve the whole country and will be far superior to any other in the world is being mapped out by federal and state engineers. It is estimated that the system will comprise 180,000 miles of road. The federal highway act recently enacted specifically requires that all federal aid be spent on a connected system of highways consisting of not more than 7 per cent of the road mileage in each state, and that this system shall consist of interstate or primary roads and intercounty or secondary roads.

Proposed systems have been received by the bureau of public roads of the United States department of agriculture from all but eight states. They are plotted on a large map of the United States and carefully examined as to coordination with the roads of adjacent states and service to all sections of the country. Where coordination is not satisfactory conferences are held with all interested state highway officials and routes adjusted.

Many states have already adjusted difficult problems with their neighbors. As an example the system sent in by Nebraska showed a big gap in an important road along the northern boundary. It was learned, however, that South Dakota would follow with a system that would fit like pictures on toy blocks. Since the federal highway act of last November became a law, only roads certain to be on the system have been approved for construction.

True To Democratic Form

One of the democratic senators who is always ready to make some accusation against others and who always affects indignation if anyone applies to him the short and ugly word, has admitted one of his falsifications, but without apology, of course. Speaking in the senate, he declared that "Out in Indiana, where Beveridge won, he did not file any account at all." This was in reference to an account of campaign expenditures. Mr. Beveridge wrote the democratic senator calling attention to the fact that he had filed an account, not only as required by law, but also weekly during the campaign. Thus confronted by the facts, accuser admitted his error. It is our guess that Beveridge will get thousands of democratic votes in Indiana as a rebuke to the false charges of a senator from Mississippi.

Naming Farms

In this state there is a law by which a farmer who has given his farm a name can register the name with the clerk of the county court for \$1.00 and thereafter have the exclusive right to that name in this county. Some of the farmers around Laclede have complied with the law and named

their farms and there are many other good farms that should be given a permanent name. The farm that has been christened adds dignity to itself, its owner and the neighborhood. The result is a farmer takes greater pride in it, makes it a better farm and markets a higher class of produce because he wants to keep the name of the farm in good standing before the public. All of which means more money for the farmer, and that means greater prosperity in town. Give the farm a name, just as any other business institution, and see how quickly people will start commenting on your enterprise.

Outlook Encouraging

Optimistic reports of agricultural and financial conditions throughout the west and south have been made by Eugene Myer, director of the War Finance Corporation. Returning from a six weeks tour he reports finding a more hopeful feeling is growing fast among all classes of farmers and business men.

Mines, he says, are reopening in Utah, Montana and Arizona, and some railroad construction has started up in the Southwest for the first time in five years. The buying power of the farmers, Mr. Myers declares, will be somewhat restricted as they are operating as economically as possible this season and buying only necessities before returning to their normal scale of purchases. The indications are that this year's crop will bring good prices with a satisfactory supply of labor at more conservative wages than have prevailed at any time since the war.

Business men around Laclede while not over enthusiastic, admit the outlook is steadily becoming brighter, and that already they feel the trend toward normal business conditions. Prices in the wholesale markets are again becoming settled, labor is again finding its place and adjusting itself to conditions, bankers are more optimistic, and money easier to secure. All of which comes as mighty good news and an answer to most everyone's prayer.

System vs Carelessness

There is food for thought in the statement of Harry Woodruff, commissioner of the Permanent Seat of Government at the Missouri state capitol, just issued for 1921, covering the number of electric light globes used by state officials and their employes during last year, and a comparison with those used by the democratic occupants of the capitol during the year 1920.

Woodruff's statement shows that orders were placed with three different electric light companies, (wherever the supplies could be purchased the cheapest); by his department in 1921, the total number of electric light globes used requiring an expenditure of only \$197.29.

Records of the same department under Governor Gardner's administration show that all the globes used in 1920 were purchased from one company at a total cost of \$3,477.62. This makes a difference of the huge sum of \$3,280.33.

Under Woodruff's system a careful record is kept of every electric light globe in the capitol building. Even the old, burnt-out globe must be returned to his department before it will be replaced free. If a globe has been removed or destroyed the person ordering a new one must pay for it in full.

Anyone, from Governor Hyde

down, who desires one or more new globes, must first fill out a blank order, turn the same over to the official electrician of the building, who procures the globe or globes, installs them, then has the officer or employee who gave the order sign a receipt. In this way no more globes are issued than absolutely necessary.

The same rigid economy is practiced in all lines in the various state departments under the present administration.

It was the custom during Gardner's incumbency to issue electric light globes any time in any quantity to any one connected with the state offices, no questions asked and no records kept, except regarding total expenditures.

Here's An Example

William Wrigley, Jr., is soon to own the largest office building in Chicago—built with money made in selling chewing gum at five cents a package. Back in 1907, just 15 years ago, he was unknown. Then he began to advertise Wrigley's gum, of course, Soon he was spending hundreds of thousands of dollars in advertising—and making millions in return. Today he is among the wealthiest men in America—but he is still advertising—and still selling gum. If Wrigley can do this well with a five cent article and lots of competition think what others can do with goods on which there is more profit, and in a field that isn't crowded. There is a lesson in Wrigley's experience for the Laclede merchant, too, if he cares to learn it. And that is that no matter how small the profit there's money in it if you sell enough of it. And the surest way to sell enough of it is to advertise it.

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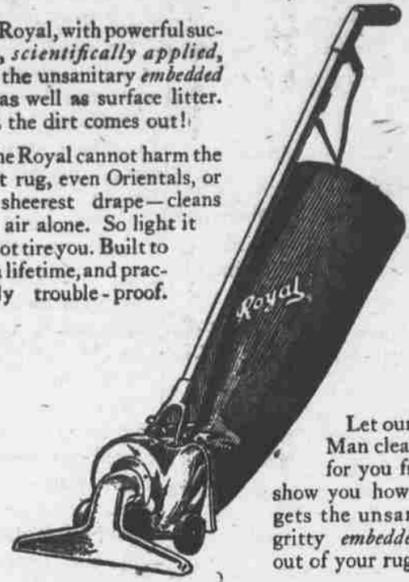
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