

THE DAILY MISSOURIAN

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TO CREATE BUSINESS

When business is good everybody wants to advertise and you can't keep the local merchant out of the columns of the newspaper with a shot-gun. Let business get a little slack and you can't give him space in the newspaper.

The merchant, to make a success of any business, should not permit an issue of the local paper to come out without he has an ad in its columns. If business is good advertise to keep buyers coming. When business is dull, then is the time to advertise to create new business. The successful advertiser has found that no matter how dull the season, the people will buy if something is offered to them in the way of a bargain. The average merchant will tell you that it is needless to advertise in the summer months. This is a mistake. Have you noticed the extensive advertising of the Liggett-Myers Tobacco Company throughout the entire country the last few months.

Give the creative advertising a fair trial, not one ad but a constant appeal to the public, and you will find in a short time that you are creating business while the non-advertiser is waiting for the rush. The constant advertiser, in time, will find that his business knows no such thing as a dull season.

JUDGED HORSES ON COAST

Prof. E. A. Trowbridge Back From California State Fair.

Prof. E. A. Trowbridge of the animal husbandry of the College of Agriculture returned this week from Sacramento, Cal., where he judged all the horses at the California State Fair last week.

The champion saddle mare at the fair is a daughter of Rex McDonald, a Missouri prize-winner. This saddle mare at one time was owned by E. D. Moore of Columbia. The champion 3-gaited horse Confidence was sired by a son of Rex McDonald. His dam was a daughter of Charles Reade, a former Columbia horse.

The stockmen of California have wonderful opportunities for the development of the horse business, Professor Trowbridge said this morning. The Californians who buy horses have plenty of money and they buy the best horses they can. More than 60,000 people were in attendance one day of the fair. The fair board is trying to help California and is trying to make the fair worth while, Professor Trowbridge said.

Roy P. Royce, formerly field agent for the Missouri Farmer, accompanied Professor Trowbridge to California. Mr. Royce recently was appointed to a position with the University of California. He will be located at the University farm, Davis, Cal.

On his return trip Professor Trowbridge visited the University of Nevada at Reno. He met several old Missouri students, now members of the faculty there. Professor Trowbridge spent last Tuesday at the Colorado agricultural college at Fort Collins.

MUMFORD TO LOAN CONFERENCE

St. Joseph Conference Sept. 20 Will Decide on Western Banks.

Dean F. B. Mumford of the College of Agriculture has been asked to attend a meeting of the national farm loan board at St. Joseph September 20. Dean Mumford will give the commission information regarding the agricultural conditions in Missouri.

The purpose of the Farm Loan Board is to establish land banks in the different parts of the country. Its meeting at St. Joseph will cover the middle western part of the United States. Farm loan banks will be located in cities where there are no federal reserve banks.

Prof. S. D. Gromer, who is in charge of the work in rural economics at the College of Agriculture, probably will attend the meeting with Dean Mumford.

Quick Meal combination gas and coal ranges at Matthews.

Wear-Ever cooking utensils at Matthews.

TO SHOW ROAD WORK AT FAIR

M. U. Engineering Experts Will Demonstrate Methods at Sedalia.

At least three departments of the School of Engineering will have exhibits at the State Fair at Sedalia, September 23 to 30. A road exhibit, showing actual samples of road construction, will be featured. The electrical and mechanical departments of the school will have exhibits in the application of their work to farm conditions.

Three members of the faculty of the engineering school will lecture at the University Building at the fair. The lectures will be repeated several times. One will be on rural highways, by H. A. Larue; another on refrigeration as applied to the dairy, by J. R. Wharton, and the third on engineering as applied to farming, by Prof. E. W. Lehmann.

HAVE CANNING CLUBS THERE

Professor Reavis Will Lecture to Wayland County Teachers.

Prof. G. W. Reavis, supervisor of boys' and girls' clubs for the University extension service, went to Wayland, Clark County today to give a canning demonstration to a group of teachers. These teachers have organized canning clubs among the students, and the members will enter the Tri-State contest for canned products to be held this fall. The place and date of the contest have not been announced.

Professor Reaver will demonstrate the dry-pack method of canning to the Clark County teachers and will try to interest them in sending their students to the contest, which is open to members of boys' and girls' clubs in Missouri, Iowa and Illinois.

Professor F. W. Faurot Returns.

F. W. Faurot, extension assistant professor of horticulture at the College of Agriculture, returned yesterday from Springfield, Neosho, Savannah, Kansas City, St. Joseph and other places. Professor Faurot spent two weeks on the trip, conducting apple packing schools and doing general horticultural extension work.

Build New Sewer Connections.

New sewer connections for roof and surface drainage are being built from Read Hall and the Horticultural Building to the East Campus drainage sewer. The basements of the buildings on the East Campus are lower than the street level and the city sewers cannot be used.

PROTECT THE FARM MACHINERY

Average Life of Implements in This Country is Too Short.

"A high polish on the moldboard is of far more value than that acquired in high society." Thus M. A. R. Kelley of the College of Agriculture calls attention of the farmers of the necessity of protecting farm machinery during the winter months. In a bulletin just issued he says:

The harvest is over. Every machine and implement which is not in use should be under cover. The fall rains plant the seeds of rust, which are harvested by the manufacturers of farm machinery.

The average life of farm machinery in this country is short, entirely too short, and for years has caused an enormous annual loss to the farmers, and large profits for the manufacturer. The best machinery will wear out in time, but the life of any implement depends primarily upon the care it has received and the facility and ability of the farmer to do repair work.

The implements used on the farm represent a large investment, and this investment increases yearly. Every year that can be added to their life represents profit. This is the age of "iron horse," and unless we take care of our machinery the annual loss is going to increase enormously.

Every farmer should study his machine and see where he can increase its efficiency. Oil is cheaper than repairs and new tools, and when properly used will reduce the friction and increase the life of the machine.

HOW THE FARMERS CAN SAVE

Careful Selection of Seed Corn Makes a Big Difference.

An increase of 1 per cent. in the average stand and yield of corn in Missouri will amount to a million dollars increase in value, but careful field selection of seed corn this year can be made to result in an increase of from 5 to 10 per cent. in next year's crop, according to R. H. Baker, of the College of Agriculture. Mr. Baker bases this on Experiment Station figures. He feels that every day spent in judicious field selection can easily be made to bring the corn grower from 10 to 50 dollars in increased yields.

Farmers' clubs, industrious farmers, and everyone interested in corn growing should unite in a campaign for a seed corn selection day on which everyone concerned will see that work is started along this line in his own field. Those who know how to select can meet with those who do not and

help them, or if there is sufficient interest, the college will send a man to help in this matter.

EXTENSION SERVICE CONTEST

Boys and Girls May Win Prizes By Testing Cows.

Prof. George W. Reavis, supervisor of boys' and girls' clubs for the extension service of the College of Agriculture, is preparing blanks and instructions for the contest in cow testing by the members of the recently organized Junior Cow-Testing Club. Professor Reavis expects to enroll several hundred members in the club before October 15, the opening day of the contest.

The contest will be conducted by the agricultural extension service of the University. One hundred dollars in prizes for the best records submitted by members of the club have been offered by the De Laval Separator Company.

Each contestant will be supplied with a record book, in which he will keep a daily record of the amount of milk produced and the amount of butter fat contained in it. The record is not based on the amount of milk the cow gives, but the completeness, accuracy, and neatness of the record and on a story by the contestant describing the work done. The contest is open to boys and girls between 12 and 18 years old.

O'cedar and cedar mops and mop oil at Matthews.

Barler and New Perfection oil heaters at Matthews.

SHE ANSWERS 2,400,000 CALLS

Telephone Operator Began at 15 and Worked 24 Years.

By United Press. COLUMBUS, Ohio, Sept. 15.—Two million, four hundred thousand conversations on love, business, gossip and whatnot is the record today of Miss Nell Taylor in the 24 years' continuous service as a hello girl here.

The first eight years she spent at the switchboard handling calls at the rate of 1,000 a day. She spent another eight years as supervisor, answering foolish questions. "Will you marry me?" she says, is the silliest and most frequent question asked. When she started to work 24 years ago Miss Taylor was 15.

Flash lights and batteries at Matthews.

Baseball and tennis supplies at Matthews.

Daily Market Report

By EAST ST. LOUIS, Ill., Sept. 15.—**CATTLE RECEIPTS** 2,000, including 300 Texans. Market strong to .10 cents higher. Native beef steers \$7.50 @ \$11; yearling steers and heifers \$8.50 @ \$10.65; cows \$5.50 @ \$8; calves and feeders \$5.30 @ \$8; calves \$6 @ \$11.75; Texas steers \$5.50 @ \$8.50; cows and heifers \$4.50 @ \$8.

HOG RECEIPTS—4,500. Market steady. Mixed and butchers \$10.65 @ \$11.30; good and heavy \$11.25 @ \$11.30; rough \$9.50 @ \$10; light \$10.70 @ \$11.20; pigs \$9.50 @ \$11.25; bulk \$10.70 @ \$11.25.

SHEEP RECEIPTS—1,200. Market steady. Slaughter ewes \$5 @ \$7.25; breeding ewes \$9 @ \$10; yearlings \$6 @ \$9.50; lambs \$7 @ \$11.

Alarm clocks 98c at Matthews.

Quick meal gas ranges at Matthews.

We Solicit Your Bank Account—

Large or Small—\$1.00 Will Start An Account

Boone County Trust Co.
Capital, Surplus and Profits \$230,000.

LOW ONE WAY COLONIST FARES WILL BE ON SALE VIA



Sept. 24th to Oct. 8th

inclusive to many points in

ARIZONA
CALIFORNIA
ALBERTA
BRITISH COLUMBIA
IDAHO
MONTANA
NEVADA
NEW MEXICO
OREGON
SASKATCHEWAN
UTAH
WASHINGTON
WYOMING

Let us help you in lining up your trip and tell you about the fine Wabash train service, etc.

DO IT TODAY

J. C. ABBOTT, Columbia, Mo.
Earle Lind, Div. Pass. Agt. Moberly, Mo.

"The Best of Everything"

Meat is without doubt the most important single article of our diet, and in no product is quality so readily appreciated, than in good meat. Quality is our Specialty. Knowing that you are getting the best is one of the first satisfactions of trading at this market, and the cost is no more.

SUNDAY SPECIALS

Leg of Lamb—from genuine Spring Lambs, young, tender appetizing.
Prime Rib Roast—cut from our corned native yearling beef.
Milwaukee Style Braunschweiger Liver Sausage.
Luncheon Tongue—cooked and ready to serve.

Dill pickles, young tender, crisp cucumbers, flavored with real Dill
Plants, four for 10c

Queen Olives in bulk, from Seville, Spain, pint 20c

Monarch Peanut Butter, better than any home-made Peanut Butter, with that rich velvet, smoothness, lb. 20c

Imported Swiss Cheese 1/2 pound 30c
Blue Hill Cheese in packages, Cream Chili and Pimenton, regular 10c value, special today, 2 for 15c
Roquefort Cheese, 1/2 lb. for 50c
Camenbert, packages 30c

270 — TWO PHONES — 270

909 Broadway **Richards MARKET** 909 Broadway
ESTABLISHED 1893

Can Fruits No Higher

Don't be deceived by Solicitors

Extra Standard Goods in Syrup, good as any you have used at a reasonable price.

No. 3 Cans

Sliced Pineapple dozen	\$2.75	Case	\$5.50
Peaches	"	"	"
White Cherries	"	"	"
Black Cherries	"	"	"
Apricots	"	"	"
Asparagus Tips	"	"	"

BERRY'S
North 8th Street Phone 375

EAT

three good wholesome meals a day at the Gem Cafe for only

49c

Ask the cashier tonight when you eat your first meal here.

Phone nine seven

EMBOSSING ENGRAVING

Is Your Business Properly Represented?

PRINTING

THREE thousand students are Coming to Columbia this week! One third of these are new to Columbia. They will be here several years, making new friends, living among you, and trading with you.

YOUR business should be represented to them properly. First impressions count and the new students are getting their first impressions of Columbia now. Let us help you plan menu cards or folders, window cards, business cards, circular letters or other printing you'll use. Phone 97 and a man will call with a complete line of printed, embossed and engraved samples. We do work that lends distinction to the user.

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