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ADVERTISING MISSOURI
 When Governor F. D. Gardner announced that he would ask an appropriation for the purpose of advertising the resources of Missouri to the world at large he did what should have been done long ago.

It is a move which, if carried out as a purely business proposition, will increase the economic usefulness of Missouri. It should result in an increase in the number of factories located in the smaller towns and an increase in the number of small intensive farmers which are especially needed. This is perhaps the consideration which lies back of the plan.

In spite of the fact that for years the farms of Missouri have contributed many men to satisfy the lure of cheaper lands in the West, Missouri showed a small increase in population over ten years ago. To increase the number of farm owners, and particularly the number of farmers owning and intensively operating small tracts, it may be assumed, is the governor's desire. The centers of population and industrial production are slowly moving westward and this will in itself provide a close and profitable market for garden truck as well as staple products of the soil.

Such an advertising campaign should be entirely divorced from political considerations. To produce any tangible results, it must be based on a careful analysis of actual facts and be as carefully planned as any large advertising campaign in the business world. No "boom" press-agency should be attempted. It is and should be regarded as a business proposition. It must be done with a strict regard for the absolute truth, as is other successful advertising, or it will prove a disadvantage by attracting people who do not have the adaptability or the knowledge to take advantage of the opportunity which Missouri offers. Otherwise the purpose of the movement may be lost and the result prove unsatisfactory.

There may be hope of more warm weather as long as the landlord avoids the furnace.

Some girls are envying the New York woman who found a diamond in a piece of candy. Others are taking their candy and expecting the diamond later on.

The fact that the people of this country drank 54,320,000,000 cups of coffee last year shows what stimulated people we are.

A BETTER Y. W. C. A.

At its last national convention at Cleveland, the Y. W. C. A. entered upon the broadest program in its history. The convention decided that any girl whose purpose it was to try to follow the teachings of Jesus, might become an active member. Narrow sectarian divisions have been overcome and Y. W. C. A. stands for broad, free, wholesome Christianity.

The purpose of the national organization is to unite in one body the Y. W. C. A.'s of the United States; to establish, develop and unify such associations; to participate in the works of the world's Y. W. C. A.'s, to advance the physical, social, intellectual, moral and spiritual interests of young women.

A national board is the administrative body of the National Y. W. C. A. and transacts all business between conventions. It has eight major departments for carrying on its work. They are: the Department of Research and Method, Field Work Department, Department of Conventions and Conferences, Secretarial Department, Publication Department, Office Department, Finance Department and Foreign Department.

By this system of organization these long arms reach out all over the world, helping physically, mentally, morally all

help the poor, the sick, the ignorant, the sinful. In the cities it helps the girl away from home, in the smaller towns it makes the girl more womanly.

There are city, town, county and college Y. W. C. A.'s. The student organization is a voluntary one, the purpose of which is the promotion of a Christian program on the campus, to the end that a Christian attitude of mind and principles of life should be further inculcated in the student body.

In the old days of Missouri University, there was a compulsory chapel service. If students were absent, demerits were given, a certain number of which sent them from school. Presumably the University outgrew this. Presumably students should no longer be forced to attend religious services but this does not mean that they have outgrown the need for religious influence.

The Y. W. C. A.'s trying to establish greater democracy and more friendly relations between women. If it has failed in its purpose, it is the fault of the students. The purpose of the Y. W. C. A. is broad enough to command the respect and co-operation of every woman financially as well as otherwise. The woman cheats herself who refuses to support it.

ARE VOTES LOST?

There is a popular fallacy that a vote for a losing candidate is a lost vote. Many voters choose a man "with a chance" rather than use their ballots as an expression of their true beliefs. Excepting this class, who are always for the winner, an election is the only accurate verdict of that most high court, public opinion. When a man cuts away from group, or mob influence, and steps into the election booth, a true expression of self is the result. The conscientious citizen holds the right of franchise sacred for this reason.

If a faction polls a large enough vote and shows its ideals are favored by a general run of people, it will have its influence on the victors. The supposedly lost vote is not in reality lost. It has its influence on the affairs of man and often it wins although by a round about method.

If we would append a moral to this it would read, "Vote as you believe."

THE NEW BOOKS

"What Happened to Europe."
 There are more than a few American economists who believe that the industrial problems of Europe are our problems.

"America must be brought to understand what has happened to Europe and be filled with sympathy, but not with sympathy alone, for charity alone cannot save Europe. America must understand how her own fortunes—her own future—are bound up with the fate of European civilization, and that European civilization is confronted with extreme dangers. America is the last hope of Europe," writes Frank A. Vanderlip in the preface to his new book, "What Happened to Europe."

Vanderlip traveled through all Europe after the close of the war as a thoughtful and experienced observer. He has presented post-war conditions fully and conscientiously.

He treats of the paralysis of industry, occasioned, he says, not more by the destruction of factories than by the clogging of transportation and the difficulties of foreign exchange. England, France, Italy, Spain, Belgium—a careful analysis of the situation in each country is given.

"You ask what America should be doing in Europe. Europe is fairly crying for brains and capital. There are possibilities everywhere, and there are particular possibilities in some of the byways of Europe that capital does not think of. Portugal is one. Clear-sighted engineers with a business sense would find many opportunities in Portugal and in Spain. One of the old regions of the world, Mesopotamia, will be made to flourish like a green bay tree if a little capital and some brains would get hold of the situation and revive the irrigation system of ages ago. If America will study these opportunities and will link imagination with an actual knowledge of existing conditions, she can, with her ways of dealing with things, make a new world out of these backward countries." (Macmillan Company, New York; cloth; 188 pages; price \$1.50.)

"WOMAN"

A Book Written by a Woman and Here Reviewed by a Woman.
 It has created a sensation. It has provoked a fury of interest. Its author has become a celebrity in a day. Famous men and women have expressed amazed enthusiasm of it, their praise ringing with "genius" and "masterpiece." Do I dare set down a word of destructive criticism?

"Woman," the much-talked-of revelation as expressed by Magdeline Marx, reeks with diseased realism, with morbid mentality and a falling away from the old ideals and faiths of a newer "sanity" in which the finer sentiments of life are destroyed. It is such a book as would

Can be Found the World Over

Colleges and universities all over the country are crowded to the breaking point. Reports from school towns in every direction tell of students looking vainly for rooms, women students being sent home for lack of housing facilities and freshmen classes as large as the entire enrollment of a few years ago. In the state universities of the West in particular, the large enrollment has killed the competition between the institutions for numbers. A freshmen class of 1,000 is no longer a novelty. The larger universities are making efforts to induce students to do the first two years of their college work in smaller institutions. In such places as Kansas City and Detroit, the junior colleges run in connection with the city high schools, serve to relieve the crowded conditions in the universities.

Miss Rae Dennis of Maxwell, teacher of John's district school, Putnam County, is having a bungalow built on wheels which she will move to her schoolyard and in which she will live during the school year.

Andrew R. Janson, New York City, has won the four-year scholarship offered by the New York State College of Forestry at Syracuse to the best Boy Scout in New York State. He has thirty merit badges and is a life, star and eagle scout.

Randolph-Macon Woman's College of Lynchburg, Va., opened its twenty-eighth session this year with 600 students enrolling from twenty-nine states and one foreign country on the first day. Every room in the dormitories has been taken since January, 1920, and more than 400 applicants were turned away. The registration for 1922 will close within a few weeks and that for 1923, 1924 and 1925 is well begun.

Harvard University Committee on Economic Research offers to business men a statistical service, including an index of business conditions, which has given reliable forecast of commodity price movements since the armistice. This service is based on new methods of analyzing and interpreting business statistics. It includes reliable indices of the money and security markets, and special studies of economic problems of timely interest and importance. Descriptive bulletins and circulars may be obtained by addressing the Committee on Economic Research, 4 Wadsworth House, Cambridge, Mass. The cost of the service is \$100 a year.

According to data published in the Springfield (Mass.) Republican about school conditions in the leading countries of the world, the school system of the United States is suffering worse from

arouse discontent in peace-loving homes and breed divorce. It is marked with genius and there is the pity of it. Power of expression may drap half-truths into the semblance of reality, and such power is a dangerous tool in the hands of one who broods on disillusionments as a virtue.

Real this typical paragraph, this "revelation" of modern marriage relations, or rather those just preceding the "modern": "Men begin—the women know it well—by adoring this weakness. 'My wife,' that piece of fragility, those little arms which don't know how to do anything, the jewels he brings home, the great astonished eyes, the miming steps, everything that is touching and contrasts with the struggle of his existence. Then he comes to extract pride from this relation. 'It is I who protect sustain and feed her. It is I He mounts a few steps higher, and sees her a little lower, incapable, infantile, unequal to battle, unequal to his power. Every day inevitably finds them a little farther apart, and she in approaching him is bound to raise her eyes while he condescends. If his love lasts it takes the very form of contempt, though neither is conscious of it. Which is just and proper."

If this is not typical of the book's philosophy, it is because it is one of the milder paragraphs. The suggestions in this book are the suggestions that find their way into that class of popular music which we designate as "cheap" and "common." Dressed up with undeniable genius of expression, they pass the judgment gate of art as masterpieces.

This does not represent our world over here. It may represent a section of Paris. The book is the product of French talent. American men have expressed their appreciation of the American woman's ability in a practical way. They were giving suffrage to their wives conscientiously, too. American women will not grow enthusiastic over a book like "Woman," regardless of the high praises of Barbusses, Rolland, Brandes or any other gifted man of letters.

We need more Sir Galahads, more Evangelines in literature. We need more Arcadys and Elysiums. The fault of the realist is in seeing only the real in the sordid, in over-accenting the drab and cheerless and sensual. Beauty is real.

Revelation? It is distortion! (Thomas Seltzer, New York; cloth; 228 pages.)

"A Tankard of Ale."
 There is still one legitimate way of getting a "Tankard of Ale," and though the taste of beer and wine may be forgotten, the drinking songs will remain. The English language is happily rich in these convivial songs written in simple, humorous style without the self-consciousness and seriousness of the genuine drunkard.

Delightful verses of a purely literary inspiration are still occasionally written about drinkin', but these cannot be called

drinking songs. "A Tankard of Ale," an anthology of drinking songs from the fifteenth century to the present day, is compiled by Theodore Maynard. The following is the opening poem:

Reasons For Drinking.
 "If all be true that I do think,
 There are five reasons we should drink:
 Good wine—a friend—or being dry—
 Or least we should be by and by—
 Or any other reason why."
 (Robert M. McBride & Company, New York; cloth; 202 pages.)

"Keep Happy."
 If one should meet Eustace Miles on the street, he would naturally expect to see him wearing an incommensurable smile. It is hard to imagine a confirmed grinch sitting in his study writing about keeping happy. The substance of "Keep Happy" has been epigrammatically enjoined or more lengthily discussed before but it does no one harm to read it again.

"Anxiety saps more life in a day than work does in a week," and Eustace Miles objects strenuously to prodigality of energy while he condescends. If his love lasts it takes the very form of contempt, though neither is conscious of it. Which is just and proper."

(Frederick A. Stokes Co.; cloth; 74 pages.)

ARMY CARAVANS TOUR STATE
Government Aiding Good Roads
Fight—Speakers Go With Trucks.
 Two Army Caravans are now touring Missouri for the Good Roads Amendment. Both started Monday, September 27th, one from Kansas City and one from St. Louis.

Wouldn't it Make Your Ears Burn, Sir? (or Dear) For the public's sake, why don't you let some real poetry between Colms? Granted that there may be some misguided readers who savvy this free verse, you ought to satisfy the rest of us—the majority of us. Coleridge defined poetry like this: "Good sense is the body of poetic genius, fancy its drapery, motion its life and imagination the soul that is everywhere, and in each; and form all into one graceful and intelligent whole." Free verse is generally either naked, or dead, or idiotic. At best it is lifeless, having no motion, according to Coleridge's conception of true poetry. Let's have some poetry, if only rarely.

JONATHAN PENCE.
 Zowie! Well, all right, let's have some. Any sensible thought, properly draped, one stepping decorously and without a trace of vampishness is a poem. Jonathan, show us your thoughts.

The Pot's Almost Boiling Over Now.
 Immigrants are getting into the United States at the rate of 3,000 a day. What's the use of trying to cook corn meal mush without getting lumps in it when somebody keeps dumping the raw meal in faster than you can stir it up? Particularly if some of the meal is mouldy.

Now if either Warren or Jimmie could get a top notch poet to type a poem for a campaign hymn the 6-to-1 odds might jump up or down while the rhymes were lifting over the wires.

Where's Clark McAdam's Shillalah?
 "Speaking of going away," says B. L. T., "St. Louis' new slogan is, 'St. Louis Is Overnight From Anywhere.' But even better, 'Anywhere Is Overnight From St. Louis.'"

Our amendment: "Columbia Is All Night From St. Louis."

Young America is getting a modern parable in the baseball scandals. The preachers and Sunday school teachers have an opportunity, not to damn baseball, but to tell the youngsters how and why Eddie Cicotte, "Shoeless" Jackson and Happy Felsch have fallen in one short week from fame to the pit of disgrace.

A crook's punishment isn't all in being found out. If you read Cicotte's confession of how he felt when he went out to pitch the first ball of the 1919 world's series "so slow the batter could see the trademark on it" you know what remorse is.

Heigh ho! There's no World Series played in Columbia. Neither are there men who play false to a nation's admiring belief in them.

We've got the moon and green grass and work and three square meals a day—plus a few things we don't understand. That keeps us moderately busy and contented.

ON GROWING OLD.
 By John Masefield.
 Be with me Beauty, for the fire is dying,
 My dog and I are old, too old for roving.
 Man, whose young passion sets the spend-thrift flying,
 Is soon too lame to march, too old for loving.

I take the book and gather to the fire,
 Turning old yellow leaves; minute by minute
 The clock ticks to my heart; a withered wire
 Moves a thin ghost of music in the spirit.

I cannot sail your seas, I cannot wander
 Your cornland, nor your hill-land or your valleys
 Ever again, nor share the battle yonder
 Where the young knight the broken squadron rallies.

Only stay quiet while my mind remembers
 The beauty of fire from the beauty of embers.

LITTLE STORIES FOR GROWN-UPS
On Teachers (Contributed.)
 Teachers, your individuality is crucified that the world's individuality may be increased.

Teacher, because you believe that the more a world knows the better that world will be, you consecrate yourselves to being sluiceways down which the traditions of the world may flow—from which the world may drink.

We be to you if you offer not all the traditions of the world! For it is curiously true that truth is not whole unless it include all lies—as lies. Also, that the world will not drink from sluiceways of water that are too sweet.

Therefore, taking advice from a Learner, tell all, always, all ways—if you would not crucify yourself in vain—to the laughing of the Learner as they turn away!

Teachers, they have told us that you are apart from Life. Prove to them—they who drink the soiled water of tradition that lies in hidden pools along the Road of Life—prove to them that you are a part of Life, that you are, that there is a reason for your existence as teachers. Prove to them that the traditions of the world which you offer to them can make Life happier, sweeter—can water Life until it lives and grows with all the strength, beauty and fruit that has been storing up since the earth was ice and water and mud and fire.

Teachers, tell that to the Learner! They will all have it; they can all be Teachers—so the world will soon have learned!

Then honor will come to you! And the Accolade of the Understander.

THOSE CURTAINS RE-PAIRED BEFORE COLD WEATHER COMES. WE HAVE THE BEST MATERIALS AND AN EXPERT REPAIR MAN. AND DO YOU KNOW—Our Tireless Tire Expert is still on the job.

Crane Tire Shop
 Ninth and Walnut
 Phone 894

YORK IMPERIAL APPLES
 Beginning Tuesday, October 5th, good, sound York Imperial Apples, one of the best of the winter varieties, can be bought at
Riverview Orchards near McBaine
 at \$1.50 a bushel while they last. These apples are of the same fine quality as the Jonathans recently sold. Culls will be sold at 50 cents a bushel or 40 cents a bushel in 3 bushel lots. Purchasers are requested to bring bags or baskets.
 R. M. GIBSON, Manager.
 Telephone 14-1

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A Gateway—Electrical

ONLY a forty-foot gateway bounded by two brick pilasters and ornamental lamps, but unlike any other gateway in the entire world.

For back of it is the General Electric Company's main office building, accommodating 2300 employees. And just next door is its laboratory with the best equipment for testing, standardizing and research at the command of capable engineers. Then down the street—a mile long—are other buildings where everything electrical, from the smallest lamp socket to the huge turbines for electrically propelled battleships, is made

by the 20,000 electrical workers who daily stream through.

What a story this gate would tell, if it could, of the leaders of the electrical industry and business, of ambassadors from other institutions and from foreign lands.

The story would be the history of electric lighting, electric transportation, electric industries and electricity in the home.

This gateway, as well as the research, engineering, manufacturing and commercial resources back of it, is open to all who are working for the betterment of the electrical industry.

Illustrated bulletin, Y-863, describing the company's several plants, will be mailed upon request. Address General Electric Company, Desk 43, Schenectady, New York

General Electric Company
 General Office Schenectady, N.Y. Sales Offices in all large cities.