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ALFONSO JOHNSON, MANAGER

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UNCLE SAM AND MARKETS

It is always desirable for a nation to extend its trade with other nations. The present plight of China is sufficient example to convince anyone that a policy of absolute self-sufficiency and non-intercourse inevitably leads to national stagnation.

If one looks deeply into the activities of the leaders of American activity in the international markets he will probably find that neither of these is the purpose, or the likely result. American business is sufficiently aware of its limitations that it is not likely to attempt the monopoly of trade with any country.

The concentration of effort on one thing at a time and the adaptation of American practice to the conditions of credit, transportation and life in the particular country in question will put a specialized foreign trade on a sound basis and at the same time make for better world conditions.

Success in foreign trade will come from following the same principles that have made success so easy yet and difficult at home. The customer must be pleased and the goods must have the quality desired.

Silence indicates one of two things; consent or ignorance.

If you keep the heart singing, often others begin humming the same tune of cheerfulness.

THE LOT OF THE FARMER

Agitation for lower prices has resulted in the downward trend of the cost of living. Everyone was affected to some degree by the exorbitant prices that have been charged during and since the war period.

A great crop of corn is about to be harvested and farmers are faced with a low price for that cereal. On the other hand, they will be forced to pay a high price for coal. It is only reasonable, under such conditions, that a large amount of corn will be burned for fuel this winter.

In the South, the cotton situation is similar. Prices have been lowered so much that the crop in some sections does not pay for harvesting. Planters have resorted to burning gins in order to hold the cotton from the markets until the price is restored to 40 cents a pound.

with a system of marketing and distribution that permits such a valuable product as corn to be used for fuel. The fault is not that of the producer for he has a great supply for the markets. Neither can the consumer be blamed, for the price to him is often prohibitive.

It isn't necessary to smile into a looking-glass to see the reflection. Just smile a good honest smile at those about you.

USE OF OIL ON SHIPS

Lloyd's annual report reveals the fact that merchant shipping is undergoing a change which in its own way is almost as important as the revolution in transportation brought about by the transportation of oil by steam.

It is obvious that at no very distant date these developments and their natural by to be expected continuation must necessarily have an appreciable bearing upon freight rates.

All this will, of course, make for a conservation of coal, but it will also mean a correspondingly increased consumption of oil. The necessity is thus put on the governments everywhere, of safeguarding their oil deposits.

THE CALENDAR

- November 11—Armistice Day celebrated. November 11—American Red Cross drive for members begins. November 12—Football mass meeting in University Auditorium.

On Other Campuses

A decision at Grinnell College given out on the eve of the election has been overlooked in assigning reasons for the G. O. P. landslide. It now appears that Christomathia, affirming the question: Resolved that Harding as the nominee on the Republican ticket should be elected rather than Cox on the Democratic ticket, was a three to two decision.

Grinnell men will meet for weekly discussions of current topics this year under the auspices of the Y. M. C. A., instead of listening to imported speakers.

The undergraduates of the University of Michigan held their third annual Tradition Day recently. The celebration was in the form of an open mass meeting at which the freshmen were given front seats, and the main program was for the purpose of instructing the new class regarding the established traditions of the University.

Election Slogans and Jingles Heard Since Jefferson's Campaign

The use of party slogans during national election campaigns and witty short verses to tempt candidates were practiced from the first election in America in the time of Washington, according to Sydney Williams who recently collected some of the most popular ones.

When Jefferson was running for the presidency in 1808 the following lines were circulated freely throughout the country: The Federalists are down at last. The Monarchists completely cast.

Don't let the Federalists get you. They'll be sure they're not for you. Grant received a national ovation as a token of appreciation of his military exploits in the stand that was styled and titled "Old Lang Syne."

CENTRALIA NOTES

- Mrs. Genelle D. Denham is visiting Miss Lena Jernan. Buford Wilson has returned from a business trip to Denver. Miss Lucille Bodkin has recovered from a slight illness.

WILL CHOOSE PASTORATE

J. K. O'Heron is considering offers in several States. J. K. O'Heron, who resigned as secretary of the Y. M. C. A. recently, is considering pastorates in Missouri, Illinois and Kentucky.

Between Columns

Mary Etta is such a clever girl. You know Mary Etta. She is one of the most popular girls in school. All the boys are crazy about her and yesterday, she is so clever.

Election Slogans and Jingles Heard Since Jefferson's Campaign

Tell again about the cow-wad; Seven cards or more per day; How each night he seeks his clost, There alone to kneel and pray.

When Andrew Jackson made his "swing around the circle" he got the most sarcastic repartee for his political enemies used to sing the following: Just before the election, Andy, We are thinking most of you, While we sure they're not for you.

He early learned to paddle well his own fatious canoe; Upon Ohio's grand canal he held the helm true.

Stock Judging Class Leaves

Twenty members of the advanced live stock judging class of the College of Agriculture left at 4:30 o'clock Friday for Whitehall, Ill., where they will visit the Perchon farm of W. S. Corca tomorrow.

Prices Are Lower

All lines about this store have been reduced in prices. You will find reductions in some lines that will astonish you. Suits and overcoats which a great many stores value you will find at this store at \$65 \$90.

Suits and overcoats advertised at \$70 \$75 values you will find at this store at \$50. Suits and overcoats advertised at \$60 \$65 values you will find at this store at \$40.

WE ARE TAKING OUR LOSS. "We hold no Clearance Sales. We are watching the markets closely and any reduction in any line of merchandise that we carry our customers can be assured that they will reap the benefit."

Walter's Bargain Store. Everybody's Store. Mrs. Leonard Brown is visiting relatives in St. Louis. Mrs. Mary Coles and daughter, Nan, took dinner Friday with Mr. and Mrs. Tom Carter.

POTATOES UP, BEANS LOWER

Canned tomatoes are being sold here at less than cost. Potatoes are going up. Beans and canned goods are going down.

Corporal H. C. Mahoney Goes to Mass. Corporal Harold C. Mahoney, of the local recruiting office, was recalled to St. Louis this morning.

She hates rainy weather because she does not think a parasol looks neat out of its case. The only reason she likes it at all is because slick pavements make it ever so much more thrilling when she is out with Archibald.

She has written six letters to Reginald and has not had a line from him either, but she thinks he must have left the wrong address with her. Poor girl, she has been in love twice but has only been engaged five times.

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Excellent Fountain Drinks. Our drinks are made with special care and each one is made as though it was to be put on a menu. For cold chilly days some of our hot chocolates with a sandwich or some of our home made cake will be the very thing.

PHI MU ALPHA. Fourteenth Season 1920-1921. Season Tickets On Sale at Missouri Store, Allen's, Taylor's. University Auditorium Season of 1920-21. PHI MU ALPHA.

DEAR PHTEY: Bet you a house and lot you'd stay in W-S a month if you ever get to know folks here like I have. Between business and Reynolds factories and a bully time—well my date book has been bubbling over!