

THE COLUMBIA EVENING MISSOURIAN

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PROHIBITION AND PROSPERITY

Charles Parlin, manager of the Division of Commercial Research of the Curtis Publishing Company, in a statement regarding business and national prohibition, says:

"When we remember that before the war the amount we spent for malt liquors, wine and distilled spirits in the United States materially exceeded the total expenditure at all the department stores of the country, as estimated in 1912, it is clear that a great buying power is diverted from lines that weakened men's efficiency to other purchases that spur men on to greater activities. The total expenditure for retail liquor that year was \$2,458,000,000 as compared to \$2,854,000,000 in department store purchases."

To ascertain whether the actual facts would bear out the conclusions that it would seem necessary to draw from these figures, investigations were recently sent into a number of leading cities of the Central West to interview merchants, employment managers, labor leaders, school principals and welfare workers.

Everywhere the story was unmistakable. The longer prohibition had been enforced, the more rigidly it had been enforced, the stronger was the evidence. The striking fact was the unanimity of opinion—even among those who acknowledged an interest in alcoholic beverages themselves—that prohibition retarded a large number of evils attendant upon the drinking habit. Prohibition has not only transferred a great buying power from alcoholic drinks to general merchandise but also saved human wasteage, and makes the workman more regular in employment, more careful and ambitious.

A capitalist said to have interest in distilleries as well as in coal lands, said: "So far as prohibition's effects on the workers in the coal mining sections of the country is concerned, there is only one answer. Upon that all of us are agreed. I do not believe it is too much to say that the efficiency of the men has increased one-third."

Regarding the attitude of organized labor towards prohibition, the chief executive of a leading brotherhood of skilled workmen stated: "The laboring man is popularly supposed to be against prohibition, but I am sure that if the question were put up to the American Federation of Labor, prohibition would carry overwhelmingly."

It is evident, though there may be apparent reaction at times, that the effects of prohibition have strongly influenced the buying power and efficiency of the public.

Good metal grows brighter with wear; so does a good personality.

Christmas is often a time when the modern prodigal sons go home, fall on their fathers' necks and pocketbooks, eat of the fatted calf and perhaps return again to the prodigal path.

ONE MISSOURI

No state can long be a great and progressive state without full co-operation and understanding between its rural and urban districts.

There is often prejudice between the country and city communities. It may be mere or less unfounded but it is there. Of course with the coming of the automobile, the telephone and the mail delivery, a better understanding has come between city and country. But in spite of this the city man is regarded in some communities as the slick guy who sells lightning rods, sewing machines, or stock in a bogus bank. And when the man in town the farmer is the hick, the hayseed, or the Uncle Josh,

with the proverbial broad-brimmed hat, the long whiskers, and the chew of tobacco, who is "agin everything."

There are many so-called farmers' aid societies posing as friends who seek to capitalize this prejudice for their own gain. Such a course is foolish and the poorer farmer and business man alike see the error, the better it will be for Missouri. Prejudice and misunderstanding will never make a great rural Missouri or a great urban one either. The movement that does not seek to foster a spirit of oneness should be barred by both town and country.

We must be as one for a greater Missouri. Neither the town or the country is a charity agent or a subject for charity. Each is essential to the other. Each must help to make Missouri greater.

Good books are like your cook, they're invaluable at the neighbors when you most want them.

If our neighbor shows himself lacking in moral principle, it is not for us to stoop to his level to meet him. It is up to us to be that much better; we must help make up his deficiencies to keep an equilibrium of good and bad.

AMERICANIZING AMERICA

There has been much said about Americanization, but too little done. It has been extolled by the earnest and chanted by the hypocrites until we are in danger of losing our regard for the higher points of national life. With this realization in view, let us consider some of the problems of our future.

As a nation, we are facing the difficult task of maintaining our nationality. For generations the loyal devotion to the ideals of our forefathers has been a guiding light. Today, due to our composite nationality, opposing internal influences threaten to blot out our view of the traditional past.

"If you took the whole population of Europe, mixed it roughly in a mortar, added a certain flavoring of Africans, Asiatics and Europeans, crushed it with your mallet, and scattered the result thinly over the continent, you would have something approximating to America," writes Oliver Huffer, an Englishman who has recently made a sociological survey of our country, which was published in the London National Review.

We first came to a consciousness of our internal complexity during the early part of the war. Racial feeling became distinctly palpable. Each element was loyal to its home country and sometimes defiant. Only the overwhelming intolerance of public opinion kept down disagreeable personalities.

Mr. Huffer lays most of our trouble at the door of big business. Given our unparalleled resources, we needed only one thing to develop them—an abundance of cheap, ignorant labor. The labor came, and with it came its problems. The results are to be seen in the squalor of our city streets and the vulgar ostentations of the shops. Our main hope is that of Americanizing at least the children of the foreign born.

We are taking some measures to prevent the spreading of our nationalisms. Perhaps it will be centuries before America is the home of a unified race, but in respect of race we must have certain national institutions that are sacred. Restricted immigration is a wise start towards a solution but only by being Americans and setting an example of the principles we would have immigrants follow, can we hope to influence them to accept our point of view.

LIBRARY GETS 3 NEW BOOKS

These on Dedication of Michigan Library Also Received Here. "A new exchange periodical, 'Anais do Instituto Superior de Agronomia,' has recently been received by the University Library.

Among the new books are "The Story of the Santa Fe" by Bradley; "The Senate and Treaties, 1789-1817," by Hayden; "The Peru Marquette Railroad Company," by Paul W. Ivey.

Five volumes of a German missionary magazine published in Berlin during the war period, from 1915 to 1919, have also been received.

Among the collection of these presented for Ph. D. degrees in June, 1919, at the University of Michigan, these three also being recent arrivals, is a booklet descriptive of the dedication of the University of Michigan Library on January 2, 1920. In this booklet there is information regarding the building itself and full reports of the addresses made at the dedication ceremony.

State Highway Marked

The former route of the State Highway from Rocheport through Fayette to Fozzok in Howard County, has been marked.



(Copyright 1920 by J. H. Donahay)

"YESSIR, SHE'S GOIN' DOWN!"

On Other Campuses

Iowa State College has been awarded \$10,000 by the federal government for its health program. Beginning next fall, each freshman will be examined upon entrance and his physical condition recorded. Careful records will be kept of him and changes noted. Corrective measures will be prescribed from the results of the examinations.

Four physicians will be employed. Lectures on sanitation and personal hygiene will be given to the students and surveys will be made of the rooming houses. Houses which are found to be unfit for students to live in will be enjoined from keeping students.

Iowa State College is offering service to the state through films which pertain to educational matters. The films are sent out to such mediums as farm bureaus, county farm agents, commercial clubs, churches and schools. The only expense to the organizations using the films is that of paying the incoming expenses for transportation.

Because freshmen at the University of Utah, Salt Lake City, are becoming too "independent and cocky regarding their position in college," the "vigilance committee" of the university declared December 10 tubbing day. This day all freshmen not wearing their "fresh" caps would be dipped by upper classmen.

The engineering building of the Texas Agricultural and Mechanical College, Austin, Tex., was destroyed December 6 by fire. The building, valued at \$25,000, was one of the oldest at the college. The machinery it contained was valued at \$50,000.

The honor system is to be adopted by the medical school of Washington University, St. Louis, with slight variations. Each class on entering the university is to decide as to whether it is to have the system. If the class votes to accept the system, it is to be binding on each individual member.

Paul Valenti, graduate of the Royal Academy of Fine Arts at Milan, has been added to the faculty of Washington University, St. Louis. He will do work in the School of Architecture, having charge of the work in ornamentation.

Ohio State University will soon have one of the best equipped medical schools in the country, if the Ohio legislature sanctions the plans drawn up by the Department of Architecture of the university. Plans are being made for the immediate erection of an animal research building. In addition to this, a reception hall, animal research bureau, nurses' home, a general hospital and dental clinic will be provided.

A School of Political Science has been established at Berlin. It was the ambition of the former chancellor, Dr. von Bethmann-Belweg, long before the war

write unless they have a grievance?

As I understand it, there is no man so busy as the little letters hanging to do with the first robin, or the bright saying of some subscriber's child, or some little happening of the home, the street, the office or workshop, that seems worth recording and passing on.

Of late years the custom of visiting friends has gone out of style. But there are many people who still have a hankering to talk other things than civic goodness and badness, international relations and University morals, over with their friends, enemies and neighbors. They could make "The Open Column" a sort of cracker-box corner if they would (and if the editor wouldn't run them out just when the pipes and argument got going good.)

You understand I wouldn't take the trouble, time and ink to write this to you if I didn't have hopes for your paper. You understand that, don't you?

What I really want to do is stir up the other folks who read the same paper I do so that they will tell me a good story, sunny, sad or merely human, which is both, every once or twice in so often. We'd feel more like your paper was our paper if something like that would happen.

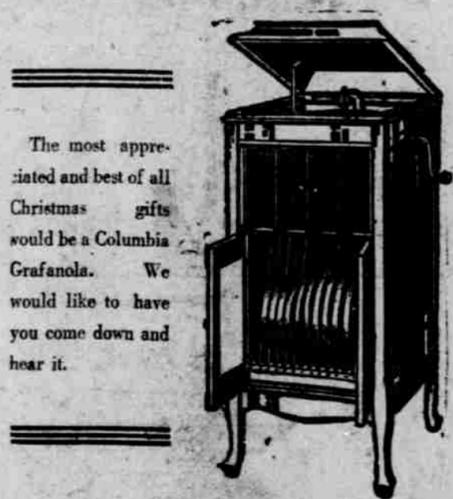
Yours with hope, PRO BOVO HOMU

THE OPEN COLUMN

Why Not Toot a Bit?

Editor the Missourian: After having read your paper for more than a year, including the many nights when "The Open Column" has carried knocks, blows, complaints, wails and exhortations, it strikes me that the readers should be capable of producing better letters than they do. Why is it that they do not

The Columbia Grafanola



The most appreciated and best of all Christmas gifts would be a Columbia Grafanola. We would like to have you come down and hear it.

Scott's Book Shop

FEW CHANGES IN SCHEDULE

Some New Courses Added for the Winter Term.

Comparatively few changes have been made in the winter schedule of courses, which came out today, according to Prof. F. F. Stephens, chairman of the University schedule committee. The committee has published a new schedule giving the courses to be offered during the winter term. Heretofore the bulletin issued for the fall term gave the courses for both the fall and winter sessions.

Three courses in forestry will be given during the winter term, and a course in meteorology, none of which was given in the fall term. Gymnastics and games, a course not shown in the schedule, has been added to the women's department of physical education. It will be given for one hour's credit, meeting at 10 o'clock on Tuesdays and Thursdays.

Harry Gates Goes to Camp Travis. Harry Gates has enlisted in the United States army for a three-year term. He was sent to Camp Travis, Tex.

To Think Straight you must Eat Right

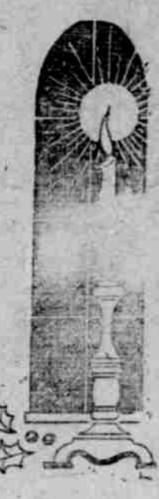
We prepare food that digests easily and leaves your mind clear—Not cheapness but goodness.

Have you tried the COMMONS lately? On the University Campus

THE COMMONS

On the University Campus

The Best Dressed Girls at Stephens Christian or the University



Are discriminating in the quality of their perfumes and toilet water.

From the time of Cleopatra feminine beauty has required and expected the most delicate of perfumes gathered from choice flower petals.

We know your friend. Tell us how pretty and dainty she is and we will suggest the particular perfume.

The Drug Shop
W. C. KNIGHT, Prop.

THE ONE SATISFACTORY FLOUR



Every ounce of HP Flour is real flour—rich in food value and uniform in quality.

Our selection of only the best wheat raised in Boone County and our system of milling makes possible the manufacture of this supremely satisfactory flour.

"HP Satisfaction" for sale by all grocers or call No. 9 Boone County Milling and Elevator Co. Makers of Red Ring Feeds.

An Eversharp In Every Hand

On Christmas day, put an Eversharp "within the grasp" of one of your friends. He will use it continuously during the coming year. It will be the one indispensable Christmas gift.

For men there are Eversharps made with a clip to cling to vest pockets, or ringed to fit the new watch chain.

For women the daintier models make themselves at home in purse or hand bag.

Eversharps in silver or in gold, chased or plain, are sold at prices ranging from \$1 to \$5.

The CO-OP



GIVE A PRESENT WITH A POINT