

# NOTICE

There is No Better Gasoline in This Town Than

## Pennant

THE BEST GRADE OF  
**PENNANT MOTOR OIL**  
Medium and Heavy.

SPECIAL SALE, WHILE THEY LAST, ON

32 x 3 1-2 and 34 x 4 Tubes at \$1.75 each.

CUPPLES CORD TIRE, 30 x 3 1-2.....\$11.75

ALSO TUBE VULCANIZING DONE.

## B. A. WINES

### EQUAL RIGHTS AND EQUAL OPPORTUNITIES

One of the hopeful signs in the educational situation is the growing concern which persons of leadership outside the profession, are showing for the educational needs of the nation. It becomes increasingly evident that the problem of educating all the people is a problem for thinking men and women regardless of occupation. The following plea for equal rights and equal opportunities is an editorial by Dr. H. J. Waters, which appeared recently in the Weekly Kansas City Star:

"No part of the Nation's educational system is worthy of so much conscious concern as is the school where its farmers are prepared for their duties and responsibilities. And no part of a nation's education system is so difficult to develop and maintain satisfactorily as its rural schools.

"Educating one considerable part of its children well and another part badly is an unsafe program for any nation, however rich and powerful.

"The principle upon which our nation was founded—that of equal rights and equal opportunities to all—is being grossly violated in the matter of the education of the country child. Equal opportunity is not even approximated when the children of the city attend school in a comfortable, commodious, sanitary and well-lighted building; and taught by well-trained and carefully supervised teachers; are accurately graded and given every facility that modern progress has provided, while children of the farm are brought together in a poor, one-room school-house, where one teacher, a poorly trained, inexperienced, underpaid girl teaches all grades and that without modern help and with almost no supervision. To the inexperienced country teacher is given the most difficult task in education—that of teaching the entire range of elementary subjects to small and unclassified groups.

"Eight million farm children in the United States must be satisfied with an education costing twenty-four dollars a year each, while approximately an equal number of city children have spent upon their education forty dollars a year. The country child's school year is thirty-eight days shorter than the city child's school year. The country child gets only six years of elementary schooling as compared

with eight years given the city child. Country children lose by absence on the average twenty-eight per cent of a seven-months school year and the children of a town school lose but twenty-one per cent of a nine-months school year.

"Half of the rural teachers of the United States have never finished a four-year high school course; ten per cent have never studied beyond the grade they teach; and only two in a hundred have graduated from a normal school or college. In only twelve states is provision made for a professionally prepared supervisor for rural schools. Every town of the United States has a well trained supervisor for its schools. In more than half the states county superintendents of education—those in charge of rural schools—are chosen on the basis of their political affiliations. No other school supervisor is so chosen.

"No wonder the country child's interest in school lags; no wonder the attendance record in country schools is low; no wonder progress in education among country children is unsatisfactory. The fault lies not with country children but with country schools.

"But merely talking about the deficiencies of country schools accomplishes nothing. If we hope to equalize the educational opportunities of the country and city child we must take radical steps with the country school. We must make the county the school unit and replace the isolated, weak, one-room school with a well supervised and well equipped consolidated institution.

"As good schools in the country as in the city is the only safe course for any nation."

### FILLING THE NEWSPAPERS

A newspaper is always in search of the real live news of the community. But because an editor is always eagerly in search of such news and is willing to go to much trouble and expense in obtaining it, people sometimes forget that newspaper space is an expensive proposition, and get the impression that the editor is glad of anything to fill up.

No editor has the slightest trouble to fill up the paper. The real problem is to keep from filling the columns of the paper with stuff the readers will not want to wade through to the exclusion of the news matter that they pay to get. There isn't an issue that an editor does not consign to the waste basket or turn down enough matter to fill the paper twice, without room for a line of news or advertising.

People often forget that a newspaper space is a valuable and costly commodity, to be disposed of as carefully as any merchant disposes of his stock of goods. Every day people bring in propaganda for every conceivable proposition. During the week just about every department of government, county, state and national, comes to our rescue by donating a column or two to fill up the paper. The fact that an article has merit has no bearing on whether it should be printed. If it isn't news, the only question to be considered is whether it will be sufficiently interesting to the majority of our readers that they will like to read it, and whether it is more interesting and of more value than other matter that will have to be omitted if the article under consideration is given space.

### GRATIFYING RESULTS

will attend your baking if you depend on Golden Rod Flour. Many disappointments are due, not to the cook, but to her materials. Make sure that your best efforts are not wasted on flour unworthy of them. Try Golden Rod flour next time and realize the difference it makes—the economy it offers. It also makes the most toothsome biscuits you ever tasted.

GOLDEN ROD, OR FARMILCO SELF-RISING.

## Farmington Milling Company

EAGLE "MIKADO" Pencil No. 174



For Sale at your Dealer Made in five grades  
ASK FOR THE YELLOW PENCIL WITH THE RED BAND  
EAGLE MIKADO  
EAGLE PENCIL COMPANY, NEW YORK

### WHAT IS GOING TO HAPPEN IN THE MOTOR CAR INDUSTRY DURING THE NEXT 18 MONTHS?

(By Edward S. Jordan, President Jordan Motor Car Co.)  
How many dealers will survive a period of keen competition? These questions have been partially answered in the regular semi-annual survey of the motor car industry conducted by the Jordan Motor Car Company.

Edward S. Jordan, through his contact with thousands of dealers throughout the country, manufacturers, bankers and business men, thinks he has the answer to all of these questions as far as any human being is able to predict the future. Here is what he says:

"There will be three periods during the next eighteen months each of about six months duration.

"The first period will be one of easy business for all manufacturers who have already organized their enclosed body production.

"The second period will be one of keen competition with price reductions on enclosed cars due to the final efforts of all manufacturers to attain enclosed car output.

"The third period will be one of rapidly rising labor costs and labor difficulties, due to an approaching period of secondary inflation brought about by the disinclination of labor to accept wages that are offered.

"The first of January, 1924, should be somewhere in the neighborhood of the beginning of the next depression brought about by the attitude of labor toward employers.

"This attitude will be created by the unusual lack of men due to curtailed immigration and the disinclination of the sons and daughters of men who immigrated to this country within the last twenty-five years to do ordinary labor.

"During the next ninety days, or the first half of the first period, there will be a great shortage of enclosed cars. Only a few manufacturers in the industry have been far sighted enough to organize their production sufficiently in advance to take care of the demand.

"This will mean a curtailment of the sales with possible further price reductions on the part of manufacturers who are not ready with quantity production on enclosed models.

"The larger producers of the industry are now going into increased production on enclosed cars.

"The reason for this is that the open car is rapidly becoming a luxury.

"It can be used satisfactorily for only three months in the year. The enclosed car can be used with satisfaction all the year around.

"The time will come when only people of means sufficient to own two automobiles will own an open car.

"The average prices of automobiles will be increased during the next twelve months.

"This will be due to the extraordinary demand in the open car field for what is known as a four passenger sport model.

"People are demanding more equipment, including a trunk and larger tires and other accessories which add to their comfort and convenience. This means a higher cost of production.

"Added to this factor will be the increased cost of building enclosed cars against open cars. It will not be possible to build enclosed cars on the same price basis as the open cars because they have to be built much more substantially. While for the first year it will appear that the differential between the open and the enclosed car will be slight, eventually the demand of the public will be for enclosed bodies of quality.

"Summing up the whole automobile situation for the next six months, those manufacturers who build enclosed cars of substantial, lasting quality, will move more rapidly forward than those who are either not prepared for increased closed car production, or who are not building enclosed cars of quality.

"From the standpoint of the dealer, if any man would like to find out what dealers will survive in the industry it is only necessary for him to discover those that have actually been able to handle what is rapidly becoming a time payment business.

"Eighty per cent of the cars sold at retail are now sold on a time basis and practically every sale involves a trade. It may be said that absolutely every sale of an enclosed car involves a trade.

"This means a close connection between the banker and the dealer. Wherever that connection has been established the dealer will survive if he is a good business man. Where it has not been established he will fail."

### MISSOURI WILD FOWL SEASON OPENS SEPT. 16

The season for wild ducks and geese, brant, Wilson snipe, coot, gallinule, black-bellied and golden plovers, and yellowlegs under the Migratory Bird Treaty act, opens in Missouri Saturday, September 16, and extends to and including December 31. Items recently appearing in some newspapers to the effect that the season will open September 15 are incorrect, and persons hunting these birds on that date or prior thereto are liable to arrest and prosecution under the Federal law, warns the United States Department of Agriculture.

### HAS THANKSGIVING EVERY DAY

"Two years ago, after suffering many years with stomach trouble, I took a course of Mayr's Wonderful Remedy and haven't been sick a day since. I can eat anything I want and have no pain at all. Three doctors had advised operation, but your remedy has cured me. Every day is thanksgiving day for me." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. At E. M. Laakman's, and druggist everywhere.

### LUTHER BURBANK SAYS MAN CAN BE IMPROVED AS WELL AS PLANTS

Santa Rosa, Calif., Sept. 18.—If fulfillment comes to the hopes and ideals of Luther Burbank, foremost plant breeder of the world, history also will record his influence in the developing of better men, as well as better plants, for he regards improvement of mankind as a greater work than improvement of plant species.

"I hope that the same laws, as far as practicable, which I have discovered and demonstrated in plant life will be applied to the improvement of human life," said the dean of plant scientists in his Santa Rosa home.

"This in a measure, can, must and will be done," he asserted.

Although every possible minute of Burbank's day is given to his plant experiments, he is glad to give time to civic affairs, specially to the Boy Scouts, playground activities and school doings, for in these he sees the beginning of the application to mankind of his principles of plant breeding.

"My time is all too short to do all I wish and hope yet to do," he says.

The improvements of plants, according to Burbank, is in its earliest infancy, but "the possibilities are limitless," he declares.

"In mechanics and electricity great progress already has been made, but, as every scientist knows, it is hardly a beginning," says Burbank, in comparing mechanical and plant knowledge.

After six years of plant breeding he enunciates the principles: "Plants are pliable and amenable to the will of man, but this has never been surmised by the general public until the last twenty-five years."

Agriculturists a few years ago reported to Burbank that the tall stalks on which sunflowers grew made it unhandy to harvest the seeds. Burbank set to work on the problem, and this year is marketing seeds of a new sunflower, which grows on a three-foot stalk. The bloom has been so greatly enlarged that it is a heavier producer of seeds than other varieties and the seeds are white.

Next year he will give the world new varieties of fruit, six new peaches, a new prune which does not need to be dipped before drying, a new plum and a new nectarine. He has also been working several years on potatoes in the hope of producing a new variety which will rival his famous "Burbank," grown and used in greater quantity than any other, and after countless experiments has narrowed his experimental varieties down to sixty, from which he will eventually bring out one or more varieties for the world.

The Santa Rosa plant scientist, having produced many fruits, berries, vegetables, grasses and grains of great benefit to mankind, is today giving a bit more of his attention than ever before to the development of beautiful plants and blossoms, although in no measure giving up his work and interest in food, clothing and timber-producing plants.

But it is in the development of striking colors in plants and flowers, of pleasing flower fragrances and new flavors in fruits that his experiments today show breadths of imagination. Hundreds of visitors stop in amazement each day at the low fences surrounding his experimental plots in this city and gaze enraptured at the shades of some glorified popular flower—some new zinnia, poppy, gladiolus or larkspur.

100,000 New Color Shades  
Burbank has 100,000 new color shades and varieties of the gladiolus, in every conceivable color and combination of color and of unequal size and freedom of bloom.

His new amaranthus, "Molten Fire," is his newest pride. It is a plant from 3 to 4 feet in height and 3 feet across, and whole leaves develop in iridescent, fiery crimson, salmon color, a hue never before seen on land or sea in any plant or anything else except the intense heat of the electric furnace. It retains its brilliance of color for three months. Two years ago there was only one of these plants in the world.

Constantly increasing publicity for Burbank's work has resulted in his experimental grounds here becoming the Mecca for thousands of scientists and world notables in every profession. He receives as many of these as possible, but the unnumbered thousands who come cannot, of course, be admitted to the grounds, or his work soon would have to be discontinued. He has no wan average of 150 callers a day, of whom he can see but few.

On a recent Sunday afternoon automobiles were parked three deep in the street for the length of a block beside his gardens.

"I would willingly entertain all who wish to visit my grounds, yet the very nature of my work requires absolute freedom from interruption," he says.

All of Burbank's business is carried on by mail only, a necessary measure because of the demands made upon his time.

### ADVERTISING

A story is told of an Irish lawyer, who, being asked how he always managed to get a decision from a jury, replied, "I make 'em understand! First I tell 'em what I'm going to tell 'em; then I tell 'em, and then over and over I tell 'em what I told 'em."

In the foregoing lies one of the greatest elements for success in advertising. Don't use the intermittent type of publicity, wherein an advertiser "tells 'em what he is going to tell 'em," and then doesn't follow up his lead with conscientious, continuous telling. The way to advertise is the method of the Irish lawyer—first "tell 'em what you are going to tell 'em," then "tell 'em," and then many times "tell 'em what you told 'em."

### HUMAN BODY PICKLING VATS DRAINED BY BOOTLEGGERS

We just drop this bit of information for the benefit of our friends who seem inclined to grab everything that comes through bootlegging

channels. The light thrown on the origin of some of these delectable concoctions ought to make a man hesitate a long time before he swallows the stuff.

After six weeks of investigations by prohibition agents and police in the middle west, one of the most startling disclosures in the liquor traffic has been made.

It has been learned that bootleggers in Iowa, Nebraska, Minnesota and Kansas and the Dakotas have been supplied with nearly 2,000 gallons of alcohol which had been drained from the cadaver vats of medical colleges. These vats are known to medical students as "pickling vats" in which human bodies which are to be used for dissection by anatomy classes are "pickled" to preserve them until they are used.

First information was secured from the medical laboratory of the University of Minnesota. It is said that the alcohol was redistilled in Minnesota before being given to booze runners to distribute to middle western states. It is reported that some of the alcohol was sent to Sioux City. Three barrels of the alcohol was included in the loot taken in a recent box car robbery in Des Moines. The alcohol had been assigned to Omaha.

It seems that there is no limit to the filthy stuff that is being consumed every day by those who are willing to flirt with death. But we believe that the limit has been reached when a human broth, possibly and most likely "nigger broth" at that, is offered to these same chaps who claim to like their booze. We will have no reason to think that this "new" drink is any more deadly than a lot of other stuff that is being sold every day, but the thought of the chance of getting some "nigger broth" should act as a strong deterrent to those who would linger with the bowl.—Ex.

### CATARRH

Catarrh is a Local disease greatly influenced by Constitutional conditions. HALL'S CATARRH MEDICINE consists of an Ointment which gives Quick Relief by local application, and the Internal Medicine, a Tonic, which acts through the Blood on the Mucous Surfaces and assists in ridding your System of Catarrh.

Sold by druggists for over 40 Years. P. J. Cheney & Co., Toledo, O.

JOHN B. ROBINSON,

Dentist.

Specializing in Plate and Bridge Work

Complete X-Ray Equipment.

Office with Dr. B. J. Robinson, Farmington, Mo.

Phone 94.

### GEO. C. FORSTER, Agent

FIRE, TORNADO, PLATE-GLASS and AUTOMOBILE INSURANCE.

Office in Farmers Bank Building.

Notary Public.

Phone 355.

ADAM NEIDERT

JOHN A. NEIDERT

### NEIDERT UNDERTAKING CO.

UNDERTAKERS AND EMBALMERS

FARMINGTON, MO.

We are licensed embalmers and carry in stock a complete line of metal lined State and Couch Caskets, Robes and Grave Vaults. Telephone calls, either day or night, are given our prompt attention. Office Phone 380 L. Residence Phone 380 R

R. L. ALLEN, President.

L. A. RAMSEY, Cashier

ED. HELBER, Vice-Pres.

THOS. STAM, Vice-Pres.

### St. Francois County Bank

Farmington, Missouri

Solicits your banking business. Insured against burglary. This is the bank with the Savings Department. Interest paid on time deposits.

Directors:

THOS. H. STAM E. E. SWINK R. L. ALLEN. ED. HELBER.

DOCK MACKLEY. S. J. TETLEY. E. J. HARRINGTON.

Established 1897.

W. M. HARLAN, President

W. R. LANG, Vice President

M. P. CAYCE, Cashier

S. F. ISENMAN, Asst Cashier

### Bank of Farmington

Capital Stock - \$ 50,000

Surplus and Profits \$110,000

Does a general banking and exchange business. Interest paid on time deposits. Insured against burglary. Collections a specialty.

Directors:

Peter Giessing W. F. Doss M. P. Cayce W. R. Lang

W. M. Harlan E. A. Rozier J. E. Klein

### THE FARMERS BANK

FARMINGTON, MO.

Capital Stock - \$50,000.00

Surplus - \$35,000.00

ONE DOLLAR STARTS AN ACCOUNT.

Directors—P. A. Shaw, Wm. London, G. B. Snider, W. C. Fischer, E. J. McKinney, C. B. Denman, L. H. Williams.

### Farmington Undertaking Co.,

Farmington, Mo.

CALLS ANSWERED DAY OR NIGHT

Rolla Cozean, Manager.

Telephone: Residence 46; Office 258