

CCC Centenary Celebration Columbus

Described by William C. Freeman.
Associated with Paul Block, Inc.
New York, Chicago, Detroit, Boston.

All business men know that AAA means first-class rating, and they are always pleased when they can obtain it from Dun's or Bradstreet's.

The Committee in charge of the Centenary Celebration Columbus is pleased that their Exposition has been given the highest rating possible—quite accidentally, it is true, but justified nevertheless.

From now on, the highest rating given in Expositions will be

CCC

Business men all over the country, and people generally, should understand the import of this Centenary Celebration.

Business men who are interested in export business, and thousands of American business men are at this time, should send large delegations of their representatives to Columbus to witness the marvelous exhibits that are displayed at the Ohio State Fair Grounds defining better than words can describe the customs and habits of peoples in other countries.

Business men's representatives will find here a very important lesson that will aid them materially in deciding upon the character of merchandise to be sent to foreign countries.

And the people generally, who read this newspaper, if they can afford either the expense or the time, should by all means attend this Centenary Celebration at Columbus, Ohio, because of its educational features, as well as the marvelous entertainment it provides.

I know it is generally understood, and believed, that affairs of this kind, planned and staged by Church workers, do not possess the elements of either business or entertainment, but I want to tell you that no group of business men in America ever staged a better or finer show than that which is now in its second week in the City of Columbus, Ohio.

Do you realize that this Centenary Celebration, managed and directed under the auspices of the Methodist church, cost to prepare it over \$1,000,000, and that the exhibits displayed represent a value of over \$1,000,000?

Would you think it possible that men vitally interested in the uplift of humanity had the business vision to stage a marvelous thing like this?

The Church has demonstrated that it has business judgment as well as the proper vision as to how humanity can best be served. Personally, I take off my hat to what I consider the greatest Exposition ever seen in all America. It is the greatest in these respects:

IN INTEREST, IN EDUCATION, IN ENTERTAINMENT, IN EMOTION, IN CHARACTER and IN UPLIFT.

It is in fact a REAL UNIVERSITY supplying absorbing details that treat with every angle of business, home and religious life. The Methodist Church decided, as you know, months ago, to raise a fund of \$105,000,000, with which to assist in the development of the countries of the world that need just such attention, and help as red blooded Americans can give.

THEY RAISED MORE THAN \$160,000,000!

And now they are exhibiting at Columbus, Ohio, things that have been accomplished in the years gone by, which give promise of what they intend to do in the future in upbuilding the world.

I believe that when the people fully realize what a wonderful celebration has been staged at Columbus there will be insistent demand from all sections of the country to have it re-exhibited.

Defying all superstition and banking on the FAITH that prompted this Celebration, the gates were opened on Friday, June 20th, and will close on Sunday, July 13th.

The State of Ohio made a special appropriation in order to put the State Fairgrounds at Columbus, buildings and all, in fine condition for this wonderful Exposition, and the people of Ohio are visiting it by the tens of thousands and they go away marveling at its greatness.

Those of you who visited the World's Fair in Chicago, and other Expositions, if you could see this, would say, as I do, that nothing like it has ever been seen in America.

The good accomplished by this Centenary Celebration at Columbus more than offsets the investment of \$1,000,000 to stage it. Come and see it if you possibly can.

CHIEF FEATURE OF FRIDAY'S COUNTRY LIFE CONFERENCE



HON. CHARLES HILLMAN BROUGH, GOVERNOR OF ARKANSAS.

SAN JUAN WILL BE 400 YEARS OLD ON JULY 4

SAN JUAN, June 27.—The Fourth of July marks the 400th anniversary of the founding of the city of San Juan, making it the oldest city under the American flag, and a committee is at work arranging for a celebration of that event and the signing of the Declaration of Independence.

have been invited to send representatives to take part in the celebration. That July 3, 1919, in the exact date of the founding of the city of San Juan is the opinion expressed by Cayetano Colly Toste, historian, who has traced the history of the island since the first landing of the Spaniards in 1499. According to Dr. Voate the first Spaniard to set foot in the island of "Borinqueen" was Juan Ponce de Leon, who landed on the 12th of August, 1499.

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BETTER CONDITIONS ON FARM URGED

Rural Educators Hear Talks at State Normal on What South Needs.

"The South needs more R. F. D. than Ph. Ds. and L. L. Ds. Gov. C. H. Brough, of Arkansas, told the Country Life conference at the West Tennessee Normal school Friday morning. He meant that the rural districts need better facilities for communication and needs them more than persons with fancy educations. The governor spoke at 11 a. m.

Gov. Brough declared that the Southern states should spend more money in rural development.

"The reason that Michigan, Illinois and Iowa are better off and richer than Arkansas and Tennessee," he declared, "is that they spend millions while we spend thousands on agricultural colleges and other rural training. We need more liberal appropriations for better agricultural colleges in the South," he said.

"In order to solve the rural problem," declared the governor, "we must have bigger schools, more teachers and better roads in rural communities. He agreed with the Rev. R. A. N. Wilson, of Mississippi, that the rural high school can be a great force in rural development.

Referring to the necessity of developing the highest types of human beings in the rural districts, Gov. Brough said that "the salvation of American civilization is the country man and woman."

Gov. Brough congratulated the Normal school on its herd of pure-bred Holstein cattle and Duroc hogs, saying that it was right that the Normal school should teach the farmers of Tennessee by example that better farming is profitable.

Touching upon the subject of Bolshevism and its relation to America, Gov. Brough said that "Arkansas and Tennessee ought to pass a law requiring that an American flag be flown from every schoolhouse so that the children and the grown-up members of the rural districts may be constantly reminded of their duty to their country."

Dr. Bruce I. Payne, president of Peabody college, Nashville, preceded the governor with an address on the rural problem.

"In order to develop country life," he said, "it must be made physically and financially tolerable and humanly interesting." He declared that men will leave the rural communities even when they can earn more money there, because of the isolation of the rural communities.

America has organized herself around her cities, instead of around her rural communities. Dr. Payne said, "as long as this neglect of rural communities persists, there can be no material progress in rural development. Not until Woodrow Wilson became president, the speaker declared, "could a farmer put up his farm as collateral and borrow money from the U. S. government."

The conference will close Friday evening with a banquet at the school by Gov. Brough and Dr. Payne. The sessions have been highly successful throughout and have attracted large crowds of rural educators and others interested in rural development in the tri-state territory. An especially large crowd was present Friday.

"The education of the negroes of the South is largely a rural proposition," the Rev. T. O. Fuller, pastor of the First Baptist church, said in his address to the county school superintendents at the conference Thursday afternoon.

"According to the census of 1910," he said, "83 per cent of the negroes of the country lived in the South, and 72.6 per cent were to be found in the rural districts. Forty per cent of all agricultural workers in the South are negroes, numbering two and one-third millions. One and one-half million are farm laborers and 850,000 own or rent their farms. Two hundred and eighteen thousand own their own farms."

Dr. Fuller declared that contrary to the cityward course of the white population, the drift of the negro population in the South is decidedly countryward. Thousands of negroes are migrating from the Southern rural districts, however, he said, because of dissatisfaction with their lot. In 1916-1917, 350,000 left the South because of this unrest.

This migration presented a problem for the South which must be met, he said, by better schools and better conditions generally for the negro. The department of labor had shown, he said, that the migration was due to this lack of good schools, to low wages, poor housing, unsatisfactory crop allotments, boll weevil, change of crop systems, rough treatment, cruelty of law officers, unfairness in court procedure, lynchings, desire to travel, labor agents, aid from negroes in the North and the influence of the negro press.

"The farm was hit hardest by the exodus," he said.

"I can't help thinking sometimes," said the discouraged farmer, "that the worse you treat your hens the more eggs you will get from them. I remember an old joke where one man asked another, 'How do you get so many eggs?'"

"Why," said the other, "I treat my hens so unscientifically they're all laying for me."

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YOKOHAMA WOULD ACT WITH SAN FRANCISCO

YOKOHAMA, June 27.—Co-operation between the chambers of commerce of San Francisco and Yokohama was urged by President Otani, of the Yokohama organization at a dinner given in honor of Wallace M. Alexander and Robert Newton Lynch of San Francisco.

"I hope there will be an encouragement toward arbitration and toward peace, and I believe that commerce, whatever it may have meant occasionally in the past, now means peace," said Mr. Otani. "We shall, therefore, jointly advance peace, and the destinies of our countries will be promoted by the combined action. It is desirable that the chambers of commerce of San Francisco and Yokohama should cooperate to the benefit of both of our countries and also of the world."

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