

# THE PROFESSIONAL WORLD

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## LINCOLN INSTITUTE

Is the Best Supported and Best Equipped Institution of Its Kind West of the Mississippi River.

Lincoln Institute, our State Normal at Jefferson City opened this year under very unfavorable circumstances.

At the regular meeting of the Board of Regents in June last Prof. I. E. Page of Langston, Oklahoma, was elected to the presidency of the institution, but tendered his resignation to the Board a few weeks before the time for opening of school.

Prof. J. W. Damie, who had been dropped from the Faculty at the regular meeting of the Board was made acting president with the salary of a teacher. This caused quite a deal of dissatisfaction throughout the State. Prof. B. E. Allen who had been vice-president of this Institute for a number of years, and Miss Kate Jordan, who was drawing teacher in the institution tendered their resignations. A few weeks after opening of the school, Prof. Williston, the newly elected science teacher resigned, leaving the institution with a crippled Faculty for the year (some of the departments for the year, some of the departments being neglected).

Lincoln Institute should be the pride of every negro in Missouri. Why should we send our sons and daughters, South, East or even abroad, to give them an education when Missouri has made such liberal provisions for the education of our negro youth.

The institution is the best supported and best equipped of its kind west of the Mississippi river, and should be the best attended.

But fine buildings and fine equipment will not educate any more than will fine tools alone build a house.

The standard of no institution can be raised nor even maintained so long as the election of incompetent and unqualified teachers is indulged in.

The salary of the president of Lincoln Institute is \$2,000 per year with a house in which to live, the heads of departments are paid from \$1,100 to \$1,200; while the assistants receive from \$600 to \$850 per year. With such salaries as these the Faculty should be composed of the most competent and best fitted teachers in the country.

We trust that the Board will properly adjust matters, at its next regular meeting, by electing a man for President of broad calibre who is in every way fitted to manage Lincoln Institute and a faculty composed of competent teachers who will give the president of the institution their undivided support.



## ITS PSYCHOLOGY.

Why the Ninety-Eight Cent Bargain Is Such a Success.

"There is a curious bit of psychology in the habit merchants have of putting prices," said a gentleman who keeps an eye on cut rates, according to the New Orleans Times-Democrat, "and it is found in the influence these cuts in price have on the average man or woman. The shrewd merchant was quick to discern the effect of cutting a few cents off on the price of a certain article, and now, from all ends of the country to the other, show windows are flaring with placards that tell of goods that have been cut down to the lowest possible figure. The effect has not been without a curious side. Take any article that has been selling generally for one dollar in the market and mark it down to 99 cents, or say 98 cents, and the average housewife, in a spirit of economy, would jump at the bargain. And sometimes she will buy it simply because she feels that she is getting the leg end of the bargain, and she figures it this way whether she needs the article or not. Her calculation would show that she had acquired one dollar's worth of property for 98 cents, indicating a net profit of two cents. While, on the other side of the counter, if she had bought something she had no use for, paying 98 cents for it with the idea that she was getting two cents, the best of the bargain, she would probably find in the last analysis that she had practically made the merchant a present of 98 cents. This is merely illustrative. The cut rate is really a good thing, and two cents made on every purchase of one dollar in amount is no small thing. I was merely thinking of the psychology of the thing. The merchant who is wise in his generation has used this method as a sort of hypnotizing influence, and it has brought good results alike to the merchant and the purchaser. But all these things have an amusing side. For instance, I know one fellow who bought a pair of shoes for \$2.50 on the bargain counter, and before he had walked two squares he found another shoe of about the same kind marked down to \$2.45, and he actually made a second purchase with the firm belief that he was a nickel gainer net on the transaction. It simply goes to show the effect cut prices have on the average person, and it shows, too, how wise the merchant of to-day is."

## Carrots from the Philippines.

One of the most interesting exhibits which will be seen at the Buffalo exposition within a short time will be that from the Philippines. It left Manila on the steamer Gathrie for San Francisco, by way of Hongkong. The exhibit consists of about 100 Filipinos from different parts of the islands. There are 25 women and several children. Some of them are Tagalos, others are from Iloilo, and some from the Visayas.

Four large carabaos will prove of unusual interest, as will also a spinning loom, a banco, all kinds of Filipino weapons, several bales of hemp for weaving, and large quantities of pina cloth.

The carabaos are somewhat like the American oxen in disposition, and the banco will illustrate the method of water transportation.

## Thinly Populated.

Arizona has 1,09 inhabitants to the square mile.

## China's Kerosene Imports.

Before 1880 little was known in China of kerosene. In 1890 more than 100,000,000 gallons were imported.

## Chicago's Street Lighting.

The experience of Chicago in municipal lighting on a large scale is set forth in the report of Edward B. Elliott, city electrician of that city. Chicago owns a municipal lighting plant, consisting of three power houses, with a capacity for furnishing 4,700 lights, 125 miles of conduit and cable system, 4,400 arc lamps, and two power stations not in use. During the year 1900 the city operated 3,867 arc lamps at a cost of \$265,129, including \$18,750 interest charge and over \$10,000 for depreciation.

## A LETTER TO THE FARMERS

From the Missouri World's Fair Commissioners.

OFFICE: Missouri World's Fair Commission, ST. LOUIS, MO.

St. Louis, Oct. 16, 1901. To the Farmers and Fruit Growers of Missouri:

Our Legislature has provided very liberally for a presentation of the resources and products of our great State at the coming World's Fair, and it is the intention of this Commission that our Agricultural display be second to none. To accomplish this we must have the co-operation of the farmers in every county of the State individually and collectively. We want you to help us get together the cream of the products of the field, the orchard, meadow, vineyard and garden, a collection which will demonstrate just what each county in the State is capable of producing and does produce when farmed intelligently, and an exhibit that will enhance the value of every farm in the State. We want every farmer to be on the lookout for fine wheat, fine corn, grasses, beans and in fact everything produced from the soil. If you have raised something which you know will be a source of pride to you county and a credit to yourself, preserve it and write us what you have. If conditions justify, we will try and arrange with you for its proper storage until needed, and for its display at the Fair, with proper credits to the county and producer.

At least half a bushel of each sample of wheat, a bushel of corn and a half bushel of potatoes, beans, etc., a good-sized bundle of the various grasses, and where practical to preserve them, a half bushel of apples, peaches, etc., should be preserved.

There has been a great wheat and fruit year for our State, and as we have but the crops of 1901 and 1902 to select from, it behoves us to preserve the best from the year's crop to guard against a crop failure next year, and we issue this appeal with the assurance that every farmer in the State will begin at once to keep his eyes open for something which will add to his State's display, and to this end we earnestly invite your co-operation.

Col. G. W. Walters, Institute Organizer of the State Board of Agriculture has been authorized to represent the Commission at the Institutes in the matter of bringing before those interested the necessity of prompt and vigorous action, and your co-operation with him and the Institutes will be of value.

We will be glad to hear from every farmer with any suggestion that may be of interest. Sincerely, B. H. BOXFORD, Secretary. M. T. DAVIS, President.

## LAVENDER vs. MOSQUITOES.

"Talk about the oil treatment as a preventive of mosquitoes," said an English dweller at the Croisic. "I have anointed myself with oil of pennyroyal, burned Chinese joss sticks at the foot and head of my bed, and have sprayed the room with lavender water. No good. Nothing except the oil of lavender saves me from having a mosquito bite dado around my neck and on each ankle. Last night I visited one of your bloomin' roof gardens, and the mosquitoes awaited my arrival. I innocently opened my val containing oil of lavender and put some of the contents on my face, neck and wrists. A rude attendant ordered me to leave the roof. He said I disturbed the performance."—N. Y.

## LOCATIONS WHERE

Some of Our Teachers Are at Present Pleasantly Situated

Where Some of the Teachers are Located—Miss Maud May Rabey of the class '01 of Western college is teaching at Wentzville.

Miss Ella H. Boone of the class of '99 of Lincoln Institute is teaching at Jefferson City.

Prof. John B. Davis of the class of '90 of Lincoln Institute is teaching at De Soto.

Miss India E. Wilson of the class of '01 of Western college is teaching in that school.

Miss Rose Rabey of Mason City is teaching at Memphis.

Prof. J. B. Coleman, who spent two years in the Philippines as a soldier is now principal of the Favette school.

Prof. A. C. Craddock of the class of '98 of Lincoln Institute is teaching at Tipton.

Miss Clara Wright of the class of '01 Lincoln Institute is teaching in Sedalia.

Prof. W. H. Lansdown, who for a number of years has been teaching in Texas has returned to the state and is now teaching at Jefferson City.

Miss Lizzie Muse of Columbia is teaching at Popular Bluff.

Prof. Ernest Emory of Columbia is teaching at Ashland.

Prof. J. H. Bias of the class of '01 of Lincoln Institute is now teaching in that institution.

Miss Mary Egan of Columbia is teaching at McBain.

## A Good Site Selected.

The State Missionary Board of the Christian church met here last Saturday to consider the location and erection of a college for negroes to be supported by the Christian church of the state. They selected a site in Grant's addition and made a proposition to the citizens of Columbia, that if they would pay for the grounds the buildings would be erected at once.

A soliciting committee composed of Anderson Swaffin and Henry Kirkin and other was appointed to solicit funds. They report much success. We hope the people of Columbia will subscribe the necessary amount within the next ninety days, the time allotted them, so that the college may be located here as it will be helpful to the town in many ways.

## GROWING THINGS.

No Pleasure is Greater for a Large Class of People.

There is no pleasure more pure and exquisite than watching the growth of a tree or plant in which one is interested. If you have planted it yourself so much the better. You then have a feeling of proprietorship in each opening bud or leaf which can be gained in no other way. But, at any rate, cultivate the friendship of the plants and trees, not simply for the flowers and fruit which they furnish, but for the pleasure of seeing them grow. It has been said that any square foot of sod, if intelligently studied, will give occupation for many hours. The growth of the simplest plant is a wonderful process. Perhaps you cannot go to Europe or the mountains or the sea, but you have an opportunity for unlimited recreation and diversion if you have a small plot of grass and plants with which you have not become acquainted.—Boston Watchman.

## LOCAL AND PERSONAL.

Mrs. J. Arlington Grant is on the sick list.

Columbia is sorely in need of an opera house.

Prof. John Payne of Brunswick was in Columbia Saturday.

Miss Virgie Muse is attending school at George R. Smith's college.

Master Georgie Caldwell is attending school at Fisk university.

Miss Laura Douglass is a member of the Senior class at Lincoln university.

Rev. P. C. Crews arrived last week with his family from Louisiana, Mo.

For fashionable dress and cloak making call on Miss Rosa Marshall at telephone 287.

Miss Drew and Mrs. Taylor will entertain the club next week at the residence of the former.

Dr. J. E. Perry and Anderson Schuch attended the exposition celebration meeting in St. Louis recently.

Mr. Chas. Cowden and Miss Sarah Drake, both of Columbia, were married last Thursday evening. The Professional World extends congratulations.

Mr. George M. Robnett has purchased the Lucretia Mack property on the corner of First and A streets and will improve it at once.

The family of Rev. T. Jehoy Vance arrived recently from Nashville, Tenn. Mrs. Marsh is a graduate of Mahara medical college and will practice medicine here.

Rev. C. R. Rayson, who has been pastor of the St. Paul A. M. E. church for the past two years, has been assigned to Kirksville, Mo., he was succeeded here by Rev. P. C. Crews of Louisiana.

Master Oris Moore is at Roger Williams university. This is an unusual bright boy having graduated from the Columbia High school at the age of 12 years. We hope he will make a good and useful man as his father, the late A. B. Moore, who was for a number of years principal of the Columbia High school.

Mrs. Charles Grandison and Mrs. Annie Hicks entertained the young folks' whist club at the residence of the latter last evening. Quite an enjoyable time was had. Those present were: Mr. Perry Richardson and wife, Mr. Chas. Grandison and wife, Mr. Webster Pazar, Mr. William Taylor and wife, Misses Maggie Harris, Kittie McClure, Addie Mosely, Mesdames Marie Turner and Eugene Drew. Messrs. Charles Brown, Frank Brown, James Gray, John Miller, Fred Wilson and William Mosely.

Anna, the grandmother in America. Chelekan, Mich., claims to have the youngest grandmother in America. She married at 12, and gave birth to a daughter a year later. The child, following her mother's example, married young and lately when 15 years old gave birth to a child, whose grandmother is now a little over 20 years old.