

CHICAGO? NO, MIAMI!



Chicago's Michigan Boulevard has a new rival in the development of Miami's magnificent Bay Shore Drive. Like the famous waterfront thoroughfare of the Windy City, Bay Shore Drive will soon be bordered solidly on the landward side with skyscrapers. On the other side lies the new \$3,000,000 Bay Side park, stretching down to the white-sanded beach. Miami's new waterfront boulevard seems certain to become one of the famous thoroughfares of the country within the next few years. More than \$25,000,000 has recently been spent in buying property and widening the street for nearly five miles.

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Because you use only half the amount ordinarily required. Foods are doubly good—because they are wholesome as well as delicious.

CALUMET THE WORLD'S GREATEST BAKING POWDER



SALES 2 1/2 TIMES THOSE OF ANY OTHER BRAND

BEST BY TEST

Keeping costs down and service up

In this complicated economic age, when consumers are dependent upon the efficient performance of industry for the necessities of life, it is not only good business but also an obligation of industry to keep costs to consumers down and service to them up.

The Southern Railway System has achieved operating economies which enabled it to operate last year on freight charges that averaged 16 per cent lower than in 1921. These reductions applied to the 1925 traffic meant a saving of \$27,000,000 to the shipping public.

And these rate reductions have been effected in spite of greatly increased taxes. In 1921, the Southern paid in taxes \$3.80 of every \$100 of its gross revenue, while last year it had to pay \$6.39 of every \$100. This increase in taxes is equivalent to \$6,500,000 a year.

The service of the Southern has been kept up. Its capacity is larger, and the physical condition of the property better than ever before. In fact, it has spent about \$112,000,000 in the last three years in making improvements and for new equipment.

The Southern is rendering a larger and better service at a lower price, and is promoting the welfare of the industries and agriculture of the South by keeping its costs down and its service up.

SOUTHERN RAILWAY SYSTEM

The Southern serves the South

TIMES AND TRIBUNE PENNY ADS. ALWAYS GET RESULTS

To Marry



The widow of Anatole France, famous French writer, is soon to marry a butler, according to announcement at Paris. She herself was a domestic before she became the wife of the noted author.

THOSE "CHEAP" THINGS.

The Pathfinder. When ostrich plumes used to cost \$3 to \$10 apiece all normal women wanted to wear them and they pronounced them "just too lovely for anything." But now that the bobbed-hair craze has killed the ostrich business and plumes are being sold in the 10-cent stores of course no respectable woman wants to be seen wearing one.

Such things may seem funny, but they are just natural. Human nature is made that way. We want what is hard to get, and it takes an effort to appreciate what is common.

If you are one of those human beings who can appreciate and rationally enjoy the things that are common—the fresh air, pure water, nature, friendship, music, art, good reading, work, play—then you are indeed fortunate, for you possess a fortune greater than Ford or Rockefeller.

The finest and best things are free as the air, or virtually so. Even salvation is free—and perhaps that is just what is wrong with it. There are a lot of people who have no use for anything that's free; they value everything by the price that has to be paid for it. When whiskey was \$1 a quart such people never cared enough about it to buy it or drink it, but now that it costs many times that much they will break all the laws of God and man to get it.

This is all covered by what the modernists call "psychology." In earlier days no-one knew anything about psychology—at least not under that name; but now everything is "psychology." It is "psychology" that makes the average human being want what costs a lot, especially something that he hasn't got. It is "psychology" that make the possessor of a radio set "fish" for hours to get some distant station, and then not listen but go on fishing for more distant stations. It was "psychology" that made an Indian warrior glory in the scalps that he literally strung at his belt, and it is the same thing that makes the modern flapper glory in the number of scalps that she figuratively strings to her belt, it any.

In the old days the moralists raved at evils and set up guide-posts to mark unmistakably the straight and narrow path of rectitude. They did their best, but they did not reckon with this "psychology" stuff.

Psychology, as a science or study, is a very modern affair. In fact it's like a new-style hat; everybody is hurrying to acquire it and parade it, no matter how ridiculous it may make them appear. There is altogether too much of it for our good; it has run away with the world.

Youngsters now "want what they want when they want it," and nothing can keep them from having it. If a sign says "Wet Paint" they are thereby prompted to rub their hand on the paint. They must stick their fingers in the fire and get burnt. The mere wanting of a thing is the only standard they recognize. Whether it is sensible or wise or modest or moral doesn't enter into the equation.

The ostrich plumes in the 10-cent store are just one more commentary on the times. After a while things will improve, however. The world is not going to the devil, and the younger generation are all right.

Women have been "emancipated" and they are on a spree celebrating their freedom. They don't mean to "obey" anyone; they want to do what they want to do, buy what they want to buy, and decide everything for themselves.

A smart newspaper paragrapher (a horrid man, of course) makes the remark that "man may be inferior, but he won't pay \$18.95 for a \$2 hat just to get a certain label in it." That is all right as a joke but it merely emphasizes this quality of human nature. A man will pay \$500,000 for a painting with a certain artist's name on it when he

wouldn't pay \$5 for the same picture if it was painted by an unknown artist.

We are all of us, in one way or another, deeply influenced by this "psychology" bug. If we can learn to appreciate better the things we have—the things that are common, the things that are cheap or free—then we shall indeed have a fortune no matter how poor we may be in a merely financial sense. Try this on your saxophone.

THE VAMP.

T. R. Laney in Monroe Journal. He has gone away on a lonesome tramp.

Lured from his babies by some designing vamp.

Stolen from the arms of a wife and kids true.

With no home he can call his own, he's now sad and blue.

And it's tramp, tramp, tramp, tramp, tramp, tramp.

With a conniving, designing vamp! Innocent children will suffer for care.

Of a father and he is gone elsewhere, Gone on a journey around the world, Taking a pleasure trip amid the busy whirl.

Not a soul to speak to—just a lonesome tramp.

With a heartless, soulless, designing vamp.

As he sits in his room, he jumps with fear.

At every sound he chances to hear, While his babies call "papa," in a faroff state.

And his good wife wonders what has been his fate:

And the vamp that lured him, and his gold stole.

Has also robbed him of his immortal soul.

Scholarships at Duke University. Durham, March 12.—Eleven fellowships, one valued at a thousand dollars, and ten valued at \$600 each, have been announced by Duke University for the year 1926-27.

In addition to this there will be twelve graduate scholarships and numerous teaching appointments. The scholarships will be worth \$200 and the holders will be required to give a small proportion of their time to instruction. The teaching assistantships will range in value from \$600 to \$1,000.

In a statement issued by the graduate school, the announcement is made that all applications must be filed with the chairman of graduate instruction by April 1st.

On March 5, 1875, nearly half a century ago, William Muldoon, who has just been reappointed to the New York state boxing commission, won the Græco-Roman wrestling championship of the police A. C.

The right hand of Willie Hoppe is heavily insured and under the terms of the policy he is not allowed to shake hands with his right.



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YOU want hot water when you want it—everybody does. And an instant supply of hot water isn't a luxury. It's an economy of time, labor and patience. An economy of money, too, if you buy one of the Ruud Tank Heaters priced for savings in this special sale.

We'd like to tell you about

the many advantages of these RUUD Tank Heaters—their efficiency, economy and dependability. So come in and let us show you how one would operate in your home.

Come before the end of this sale—and if you decide to buy, as we think you will, you'll buy at a saving.



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TIMES AND TRIBUNE PENNY ADS. ALWAYS GET RESULTS

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It all comes out of an oil well

Fill your tank with Sinclair H-C Gasoline and forget your gas problems. No "knocks"! no "thump"! no "ping"! Just the smoothest running engine that ever responded to your accelerator. And remember.....it's all gasoline.... it all comes out of an oil well....It gets its anti-knock quality from its refining process.

The better all-year Anti-Knock fuel

SINCLAIR H-C GASOLINE ONLY THREE CENTS MORE THAN REGULAR SINCLAIR.