

Rural America Holds Its Own

So-Called "Declining" Villages Rival Biggest Cities in Rate of Growth.

New York.—Contrary to the prevailing notion that rural America is losing ground against the city, the Institute of Social and Religious Research has analyzed hitherto unpublished census data which out the rate of city increase, 1900 to 1920 from 84.0 per cent to 52.1 per cent and actually pushes the rural rate of growth up to 20.7 per cent.

The facts are brought out by Robert W. McCulloch in a recent issue of The Survey. One explanation lies in the government's bookkeeping; when a village reaches 2,500 people it automatically becomes a city according to census categories, and without moving an inch from their own doorways its villagers get into the urban column. Even so, between 1900 and 1920, the villages in this country with 250 and 2,500 inhabitants increased 5,674 in number. To quote in advance from Mr. McCulloch:

"The recent report of the National Industrial Conference board showing that radical tendencies have shifted from the industrial workers to the farmers, is only one of many warnings that have roused interest in the rural situation and caused an increasing demand for facts about the country's rural people."

"The people of the industrial centers have been studied from every viewpoint. About the rural folk, there is an astonishing dearth of trustworthy information. More than this, a study by the Institute of Social and Religious Research, some of the results of which are now available, indicates that actual misinformation concerning rural conditions is very general.

"It is believed, even by the experts, that the rural areas of the United States are being depleted by a great, nationwide migration of country folk to the cities. In support of this, stories of the decline of America's villages are circulated with disheartening frequency.

"But is the cityward migration so great and so menacing a population movement after all? And are American villages really declining?

"Decline" is explained. "If one turns to the census, one is impressed by the relentless decline in relative importance of the rural element of the population from decade to decade. As recently as 1880 only 23.6 per cent of America's total population lived in incorporated places having 2,500 or more, the boundary line between 'rural' and 'urban' as defined by the census. In other words, 71.4 per cent of all Americans were, in 1880, rural folk. In 1920 this proportion had dropped to 48.6 per cent.

"Even if there were no movement to the cities, there would still be, from one census period to the next, a steady decrease in the number of people classified as 'rural'; because this is a growing nation, and many places classified as rural at the end of one decade grow sufficiently to cross into the urban class by the time the next census is taken.

"In Alabama, for example, Alabama City, a village with 2,276 inhabitants in 1900, passed into the urban class in 1910 with a population of 4,313; and Andalusia City, with 551 in 1900 and 2,480 in 1910, got over the line with 4,023 in 1920.

"Here then we see how some thousands of people in two villages ceased to be villages and became urban folk; not by migration cityward, but by a process of governmental bookkeeping that did not move a single villager out of his own dooryard.

What Figures Show. "The Institute of Social and Religious Research got returns from the villages of all the states. These figures show that between 1900 and 1910, 476 places which had been classified as rural in 1900, passed the 2,500 mark and entered the urban class; while during the next decade, the number of places that passed from the rural to the urban class was 474. In addition, 118 places in the earlier decade and 72 in the last, entered the urban ranks because they became incorporated. It is the census procedure to classify unincorporated places as rural no matter what their size.

"The Institute compiled a special tabulation showing the growth in population since 1900 of the territory that was rural in that year. This was done to eliminate the confusion due to the constant shift of villages to the urban class. New England was eliminated from this calculation because the township form of government makes it difficult to divide the population into groups comparable with the urban and rural groups in other sections, but for the rest of the United States,

this special tabulation showed that 4,620,055 rural people became city folk between 1900 and 1920, not because they migrated but because the places in which they had been living grew sufficiently to be lifted from the rural into the urban class.

"The Institute's report of this study, 'American Villagers,' written by Dr. C. Luther Fry, shows that with the differences in classification eliminated, the rural increase becomes 23.6 per cent, which is the normal increase of births over deaths and nearly twice as large as the increase based upon the 'ordinary' census figures. When, for purposes of comparison, the growth of cities between 1900 and 1920 is limited solely to the places that were cities in 1900 the rate of growth for the period is 68.4 per cent instead of 84.0.

"This rate of actual growth for the places that were cities in 1900 needs a further correction.

Explains City Growth. "In 1920 there were 13,920,692 foreign-born people living in the United States. Of this number 10,500,942 lived in cities, while only 3,419,750 resided in rural areas. Of these 10,500,942 urban aliens, 5,478,989 are known to have entered the country after 1900, while only 1,416,106 of the immigrants in rural areas fall into this group. The fact that during the last twenty years 4,000,000 more immigrants settled in our urban areas than in our rural areas helps explain the relatively rapid growth of cities.

When corrected for this factor, the rate of city increase drops still further—from 68.4 per cent to 52.1 per cent, and the rural rate of growth, corrected in like manner, becomes 20.7 per cent.

"The Institute devoted particular attention to the question of the growth and decline of villages. In 1920 there were 10,239 incorporated villages, with a population of 8,509,659; and in relation to the population of the remaining rural area they are growing very rapidly indeed.

"From 1900 to 1920 the incorporated villages increased 41 per cent, both in number and in population. During the same period the population of the United States as a whole increased 39 per cent. During these twenty years, therefore, incorporated villages increased in population more rapidly than the nation as a whole.

"Despite the fact that nearly a thousand incorporated villages, with all the people who dwell in them, were lost from the rural classification because they grew into the city class, the number of villages increased 5,674 from 1900 to 1920. Thousands of little open-country population centers, therefore, became villages as a result of actual increase in open-country population; and their growth, by sending them into the village class, checked them out as a loss to the open country in this analysis of open-country and village populations.

Village Growth. "To find out whether the village increase in population might be explained by this increase in the number of places classed as villages, the Institute worked out the rate of growth since 1900 of all the places that in 1900 were incorporated villages. This computation revealed that the places that were incorporated villages in 1900 grew 51.3 per cent during the next

twenty years, compared with a 63 per cent increase for places that in 1900 were cities of 100,000 and over; 91 per cent for cities of 25,000 to 100,000; 67 per cent for cities from 10,000 to 25,000; 59 per cent for places of from 2,500 to 10,000, and 19.5 per cent for the open country. Here is the interesting discovery, not only that the greatest rate of growth since 1900 has occurred in cities of from 25,000 to 100,000, instead of in metropolitan cities; but that the villages have been expanding almost as rapidly as the large metropolitan centers.

"The census gathers at great cost a mass of facts about the residents of incorporated villages, covering occupation, age, sex, nationality, tenure of farm, home ownership, marital condition and school attendance. All this material lies in the census files virtually unused, because no provision has ever been made for its analysis and publication.

"Through the courtesy of the census bureau, the Institute of Social and Religious Research was able to make a special study of this unpublished material for 177 villages which were selected as representative of the agricultural villages of the entire United States, and which had a total population of a quarter of a million.

"A phase of this study helps to account for both villageward and cityward migration by showing that an unskilled worker who goes from the farm to the village, or from either the farm to the village to the city, improves both his social and his economic position.

"The census method of classifying gainfully employed workers by the great fields of industry in which they are engaged, and by which Charles M. Schwab and a day laborer in his plant would be classified together, does not show this; but the Institute organized the data for the 177 villages—and for purposes of comparison, the census data for 38 medium-size cities also—to get at differences in the economic status of the people, by ascertaining the number of employers and the number of employees, the number of clerks, of skilled and of semi-skilled workers, and of laborers.

Fewer Women Work. "The number of gainfully employed women in villages was found to be disproportionately small. Among the males, the relative number of persons who may be regarded as their own bosses, was found to be more than half again as high in the villages as in the cities, 30.4 per cent as against 18.9 per cent; but for those who are not their own bosses the villages have less to offer.

"This is shown by their relatively large number of laborers and servants; 31.5 per cent as compared with 23.5 per cent in the cities; by their smaller proportion of skilled workers, 17.8 per cent as against 23.4 per cent in the cities; by the still smaller showing of semi-skilled, of whom there are relatively only about half as many in the villages as in the cities, and by the very few clerical workers, 11.7 per cent, while 15.2 per cent of the city workers are 'white collar men.'

"These occupational differences indicate that if a man with small capital wants to go into business for himself he has a better chance of success in the village; but that if he wants a good job as a wage earner, his chances are better in the city. Nevertheless the villages have many skilled and semi-skilled workers, showing the presence of a surprising number of manufacturing plants in these smaller centers, and indicating that the villages of the United States, which are growing rapidly instead of declining, are also sharing to a hitherto unsuspected extent in the country's industrial development."

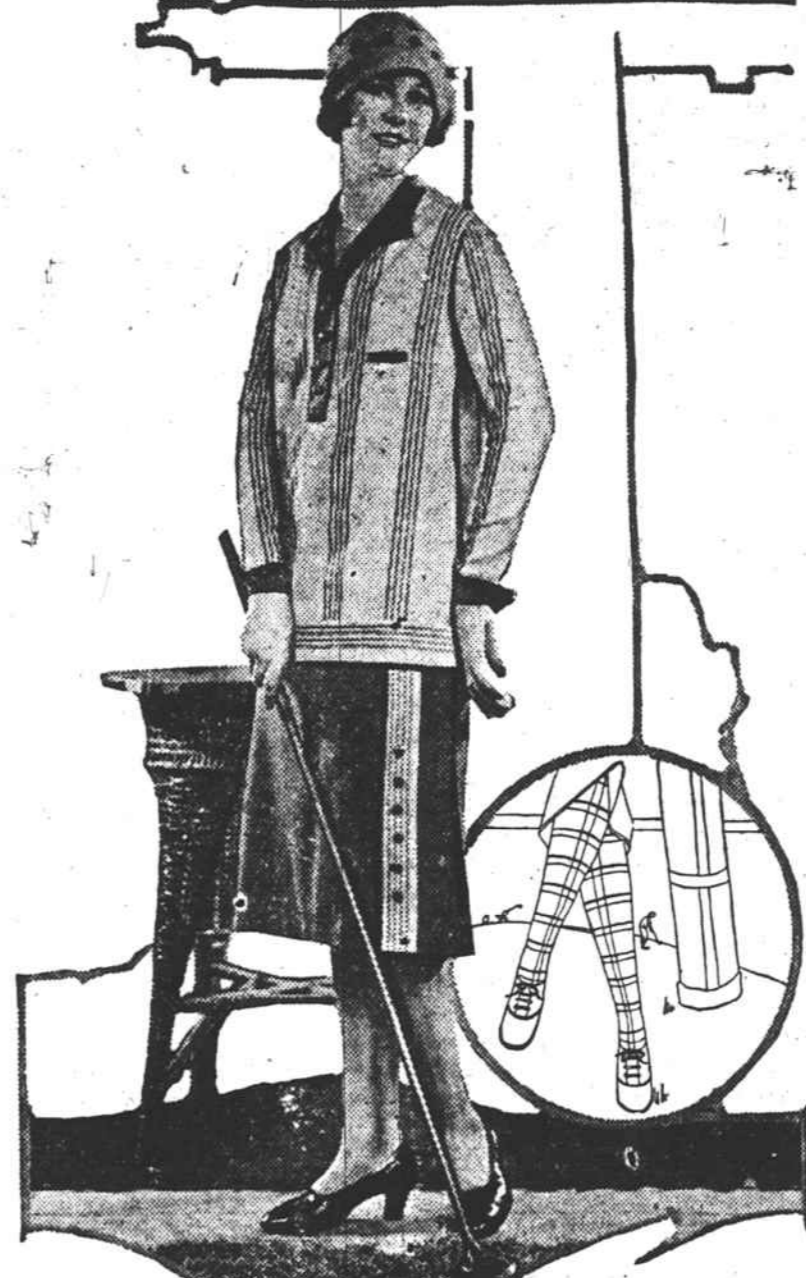
Jumper Frocks Are Popular; "Manteau de Voyage" From Paris

PICKING out jumper frocks must stand somewhere near the head of the list of favorite pastimes with the rank and file of women this season. For sports—and near sports—and for all daytime wear, they are promoting the two-piece vogue in their summer wardrobes. The two-piece dress has therefore been developed in numberless pretty, informal varieties and appears even among evening costumes. But for sports and general summer daytime wear it stands at the forefront.

There are a good many mediums used for making two-piece dresses, but flannel in white, or high and pastel

check, or with a self-color skirt in crepe—they may be worn everywhere. Somehow "manteau de voyage" seems to convey to the mind something more pleasurable than our plain English "traveling coat" does—something more than mere travel is suggested by the graceful French term. One has visions of comfortable journeys and pleasure trips to picturesque places when the conversation is of manteau de voyage and a hint of elegance is embodied in these two coats sent over by Lelong and O'Rossen for our vacation journeyings.

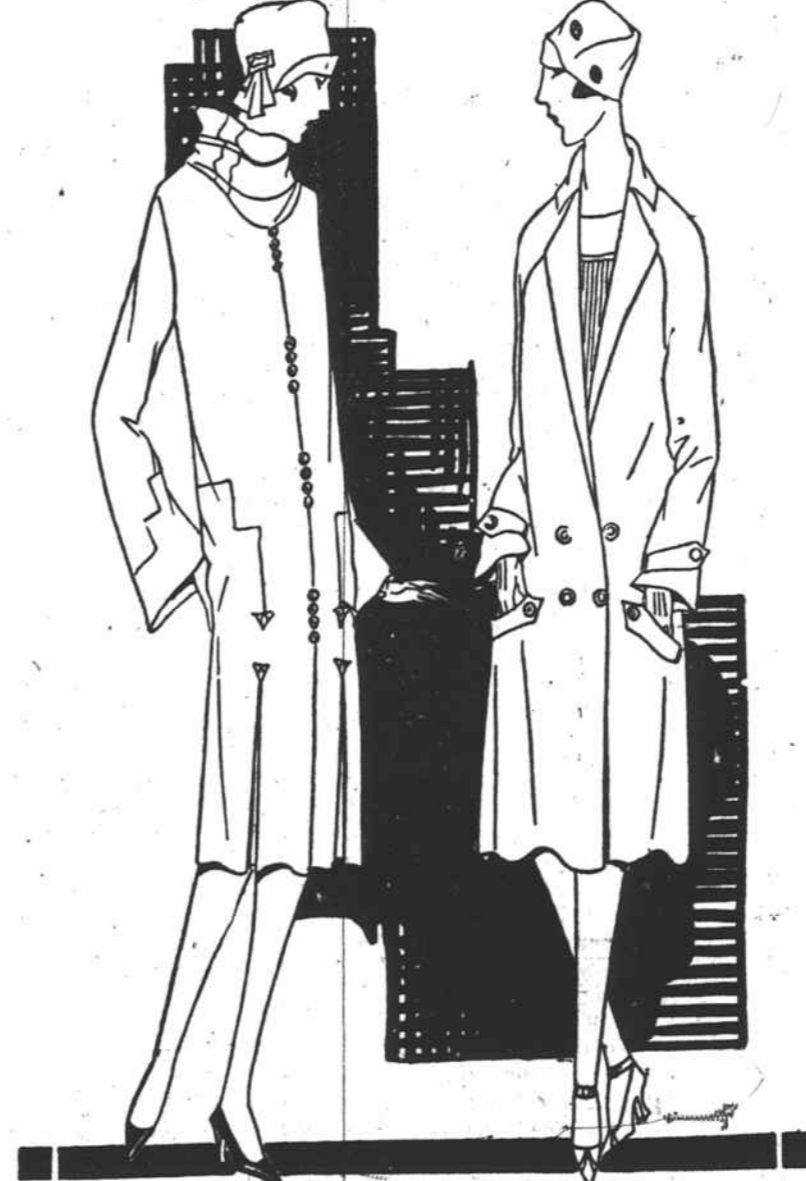
Lelong has given to the coat at the left the smartest of all smart styles



For Sports and Pastimes

colors, in plain or striped patterns, is the favorite. The plain flannels are used for simple, unlined coats, and for severely tailored suits. The coats are sometimes finished with braid or grosgrain ribbon and sometimes with Iceland fox. On white kasha or flannel coats, standing collars and patch pockets, in rose or other colored flannel, are embroidered with white angora wool, and ensembles made up of white flannel coats and silk frocks are among the best of midsummer offerings.

Gay, striped flannels find their best field in sports clothes and are exploited there in many ways. The dashing jumper suit pictured has a skirt of red



Two Paris Offerings

flannel and a jumper in white striped with red, with collar and cuffs of the plain flannel. One of the distinctive touches of this season appears in the hand of the striped flannel stitched to the skirt and finished with red buttons.

Navy blue flannel jackets of manish cut make themselves very useful in the summer wardrobe worn with white or pastel colored skirts. The skirts are nearly always plaited with the plaits arranged in groups or at one side. The same jackets extend their usefulness when provided with skirts in navy and white shepherd's

coats. Very chic models are shown this summer with short detachable capes buttoned to the shoulders or about the neck. Sometimes they are lined with crepe in high contrasting color, as cherry, red or chartreuse green. The detachable cape is convenient for journeys that take one to a variety of climates. Coats of checked materials—as kasha or novelty tweed—cut on mannish lines and three-quarter length fit in with almost every environment.

Black Satin. Black satin vies with the newer materials and colors, and one is quite safe in stating that its vogue equals and in many instances surpasses the more recent novelties in the fabric world.

New Styles in Hats. There are many new developments in millinery, first in importance is the turban which is developed in felt and in silk and in metal fabrics. Next comes the large hat, untrimmed and exceedingly smart.

Bat-Wing Ties. Small bat-wing ties of dotted foulard in the gayest color combinations are worn with the smart little one or two-piece sports dresses.

CHILDREN'S NURSE RESUMES HER DUTIES

Praises Lydia E. Pinkham's Vegetable Compound

"I have taken Lydia E. Pinkham's Vegetable Compound for some time and I would not be without it in the house. As I am a children's nurse, I have to be on my feet a great deal and your medicine has helped me wonderfully. I was hardly able to do my housework when I began taking it, and now I am a strong and well woman, able to do all that and go out nursing besides. I have also used the Sanative Wash and found it beneficial."—Mrs. GEORGE L. STREW, 103 Davis St., Greenfield, Mass.



Valuable for Weakness. "I have found Lydia E. Pinkham's Vegetable Compound a valuable medicine for weakness."—Mrs. J. A. PIETRACH, Box 397, Lancaster, Pa. Hundreds of letters like these are received by the Pinkham Medicine Co., Lynn, Mass. Grateful women from Pennsylvania to Washington, from Texas to Illinois and from Rhode Island to Nebraska say that their health has improved since taking Lydia E. Pinkham's Vegetable Compound.



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TEETHINA Builds Better Babies

Plants and Electricity

Despite the fact that experiments have been conducted for many years to determine the effect of a current of electricity upon growing plants, there is still a diversity of opinion on the subject of the influence of electricity upon plant development. In England, where the electrical treatment has been applied by charging a network placed high enough above the growing crops to permit cultivation with homes, increased yields are reported. Eight years of similar experimental tests by the United States Department of Agriculture have not shown any positive response by plants.

Cuticura for Pimply Faces. To remove pimples and blackheads smear them with Cuticura Ointment. Wash off in five minutes with Cuticura Soap and hot water. Once clear keep your skin clear by using them for daily toilet purposes. Don't fail to include Cuticura Talcum. Advertisement.

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New Air Mail Carries a Big Letter



Mayor George E. Cryer of Los Angeles signing his letter to Mayor James J. Walker of New York, which was sent on the first transcontinental air mail from the southern California city. The new line connects with the regular air mail at Salt Lake City, Utah. The letter was the largest ever sent by air mail.

BUGS STUDIED IN FIGHT ON THE PRICKLY PEAR CACTUS

Australians to Visit Arid Southwestern America to Collect Insects That Prey on Pest.

Uvalde, Texas.—The prickly pear cactus is advancing in Australia at the rate of a million acres a year. Leith F. Hitchcock of the Australian Commonwealth Prickly Pear Board estimates that already 60,000,000 acres of east Australia alone are infested with this spiny pest. Mr. Hitchcock has just arrived here at the field station of the United States bureau of entomology to take charge of the North American phase of Australia's war on the prickly plant. So kindly has the cactus taken to the climate of the isolated continent that it occupies more than twice as much land as all the other crops put together, and so desperate have the inhabitants become that every sort of enemy that the cactus ever had in any

No Wonder English Are Grouchy After Breakfast

London.—A new dish to break the monotony of the usual fish, porridge and bacon and eggs breakfast menu at last has been found. The recipe has won a prize offered by a London newspaper.

Take a herring and scale and bone it, says the recipe. Boil an egg until hard and chop it while hot into a grating of cheese. Then add a teaspoonful of lemon juice. Spread the mixture inside the herring, tie the fish about with a thread, roll it in oatmeal and brush all over with beaten egg.

Fry in boiling fat in a frying pan-basket for five or six minutes and serve hot.
Boy Eats Bible. Moultrie, Ga.—Unknown to his parents, twelve-year-old Melizo McCoy ate the family Bible with the exception of the two covers and a few pages. The loss was only discovered when Melizo complained of a stomach ache.

A wrinkle is merely a nick of time.

CALIFORNIA FIG SYRUP IS CHILD'S BEST LAXATIVE



OTHER! When baby is constipated, has wind-colic, feverish breath, red-tongue, or diarrhea, a half-teaspoonful of genuine "California Fig Syrup" promptly moves the poisons, soothes the bile, soothing food and waste out. Never cramps or overacts. Ask your druggist for genuine "California Fig Syrup" which has full directions for infants in arms, and children of all ages, plainly printed on the wrapper. Always say "California" or you may get an imitation fig syrup.

Astute Child. "Why should we learn grammar, when we can correct our papas' mistakes?"

Man to Man. "I suppose you're boss, now that your wife's away?" "No, my dear, she's still home."

Pa Knows. "What is selectivity?" "Taking what you get and bragging about it, son."

Light above! Increase light; light below! Diminish light.

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