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FRIDAY, JULY 4th, 1924

THE VALUE OF COURTESY

There are certain things that cost nothing, and yet yield greater dividends than the highest and most desirable securities on the market. Among the most profitable of these is "courtesy."

A smile, a cheerful greeting, a pleasant word or two, a willingness to please, a sunny disposition, all help to strengthen the bonds of friendship between merchants and customer.

The business world has no place for the grouchy or person of sour disposition. So far as intelligence is concerned he may be superior, but if he has not learned the value of courtesy, his future in the commercial world is not very promising.

Many business men who find their trade slipping away from them fail to understand why. Their merchandise is the very best, their prices are reasonable, and yet the trade prefers to patronize their competitors.

Very often the remedy lies with the merchant himself. A little courtesy handed out to customers when they enter the store will keep them coming back for more.

And the beauty of it is that it costs nothing. Since courtesy is so reliable and so cheap, dig in, get your share of it and put it into play.

Light Turns Corner



Edward S. Berry, Lynn, Mass., the man who developed fused quartz to such clearness that light, heat and violet rays can be directed and made to travel around a corner

Judge's Joke
A WOMAN'S FACE IS HER DRUGGIST'S FORTUNE THESE DAYS
Illustration of a woman and a pharmacist.

This Week
By Arthur Brisbane
Our National Pride.
Wonderful Baby Crop.
Women With Black Noses.
157 Pound Holstein Calf.

You've heard of England's patriotic exhibition, at Wembley, planned to boom the British Empire and arouse British patriotism.

The best imperial exhibit shows a map of the world of gigantic size, with the oceans, seas and bigger lakes made of real water.

Britishers walking around that map see all parts of the earth's surface owned by them lighted up by red lights from below. They see thousands of British ships moving along through the water on the great world's trade routes.

When the visitor from Canada, Australia, South Africa, sees that he says to himself "Partnership in the British Empire is a pretty good thing."

And other nations including ours are bound to give the Britshers credit for governing ability. You saw the other day a statement by the British Labor Prime Minister Macdonald, that the whole army of the British Empire is smaller than the army of Holland or Spain. That means good management.

The great Everett Cotton Mills of Lawrence, Massachusetts, have closed. "No demand for colored cotton goods." And England is shipping millions of yards of colored cotton cloth into this country. The stores discover that goods sell more easily when labelled "Made in England."

It wouldn't be a bad idea to have at Washington, and in every big city, a patriotic map showing what the United States amounts to.

We don't own one-quarter of the earth's surface. But we have got a couple of oceans, some big lakes, the Mississippi, Niagara Falls, the Rockies, more than half of all the

gold in the world, and one hundred and twelve millions of prize land.

In England, if you buy goods abroad, you are not only supporting the British Empire, but you are also helping to keep the British Empire from going to pieces.

A new locomotive, just tested in the East, is said to be a whole power plant in itself, burning oil, changing that into electricity, and running by the electricity.

A boy can learn to run it in ten minutes. It has great power, and you are told it uses only ten to fifteen cents worth of fuel per hour. That won't please coal mine owners.

This nation has many valuable crops running up into the billions per year. The most valuable of all, although you couldn't sell it for ten cents or even give it away, is the crop of babies.

In the United States last year, 1,238,000 brand new babies were born. Only 621,000 deaths occurred, leaving an increase of 617,000. That's a great city added to the nation by the nation's mothers.

How fast this country grows, even with limited immigration! Our population is now more than 112,000,000, more than 7,000,000 in excess since the census of 1920. That's good news, for what we need is another 100,000,000 people to do work now neglected, and to consume the products of farms and factories.

In England women are beginning to take snuff, tired of cigarettes. That won't last, for snuff makes the nose black instead of pink on the inside. Pink snuff may be invented. Nevertheless, snuff taking won't endure.

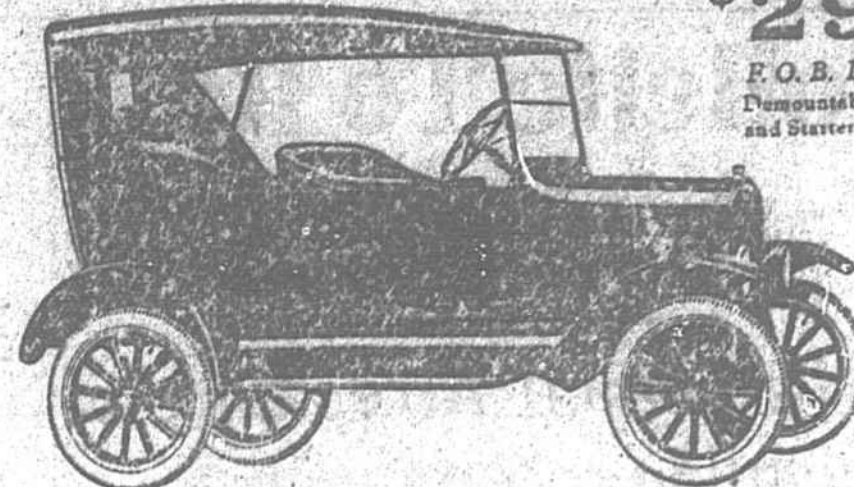
But it illustrates the fact that women find it difficult to take their bad habits as moderately as men do. Their intense nervous systems always demand more, more. That's why they should never start anything that can be done to excess, drinking, drugs, gambling or gambling.

More interesting to twenty million farmers than any other news is the birth in Canada of a calf weighing 157 pounds at birth. The mother, of course, is a Holstein. The average weight of a newborn calf is between eighty and ninety pounds.

If "artificial selection" could raise the average weight of calves to the Canadian maximum, it would mean tens of millions increased profit to farmers.

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—on the—
HIGH SCHOOL GROUNDS
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Each Sunday During July and August. Services to Commence at 6 p. m.

Community Singing an Attractive Feature.
ALL DENOMINATIONS WELCOMED

This Week



By Arthur Brisbane

THE NORDIC CRAZE. TO LIVE WITH MONKEYS, TABLES ALIGATORS, ETC. FOOT AND MOUTH CURE.

The "purely Nordic" craze has gone far. A scientific association of German "assistants" proposes to have a "new Nordic" in which only those "purely Nordic" will be admitted.

The scientists allege that blood tests will distinguish the purely Nordic from the mixed breeds.

That's interesting, as there is not an all the surface of the earth any single sample of a pure breed, whether of "Nordic," Aryan, Semite, Mongolian, African or Malay-Asian strain. All the breeds were mixed up long ago, although they don't know it.

That new Nordic state, by the way, would exclude the founder of Christianity, whose mother was a Jewess. He, certainly, was not "purely Nordic."

Here's one original thought. John Gromardis, citizen of New York, writes to the Franklin Park Zoo in Boston, saying he'd like to be exhibited in the monkey house, with the other primates, "to show the public how much man resembles the ape, in accordance with the Darwinian theory."

Some that live in the open spaces, Texas, Washington, California, Florida, etc., will probably suggest that if all New Yorkers adapted to subsisting on the Darwinian theory were locked up in the Zoological Garden there would be many reasons in favor of some and many reasons against it.

How many little boys know that the word "monkey" comes from the name of a certain Indian tribe? The word is from the name of the tribe that lived in the mountains of the Rocky Mountains. The word "monkey" is a corruption of the name of the tribe.

R U Superstitious

Do You Believe In Signs?
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Why continue as a renter? At the end of eight years you will have about one hundred rent receipts—and that's all. At the end of six and one half years in the Farmville Building & Loan Association the home will be yours—all yours—and no claim against it.

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Farmville Building and Loan Association
G. A. ROUSE, Secretary