GIRL PASTOR UPHOLDS SEX

Girls Nice and Boys Bad, Is the Way "Soul-Saving Sheba" Feels.

(By Frank L. Weller)

ST. PETERSBURG, Fla. (INS) —Even though she swears, wears little, drinks gin, goes on "necking parties," plays poker, smokes and stays out all night, the modern girl is made of "sugar and spice and everything nice," the same as the sad sister of yesteryear or Rheba Crawford, 25-year-old evangelist doesn't know enough to pound sand in a rat hole. She will tell anybody that.

And, just as sure as she is sure of this she is sure modern boys are made of "snaps and snails and puppy dog tails!"

"There's nothing wrong with our girls. The boys are to blame. The girls are just what the boys want them to be. They may be wrong a lot of times in deciding what boys want them to be, but they are doing their darndest to find out. Whatever it is, their inherent decency can be depended upon to protect them from bad results." So there.

Soul-Saving Sheba

Hailed from coast to coast a year ago as "The Angel of Broadway," the erstwhile Salvation Army lassie does a swan dive right into the national spotlight now as "The Soul - Saving Sheba" of St. Petersburg.

She is preaching independently to tourists in the heart of the hotel and business district of this city, with only an old circus tent for a church. Every night great crowds are packed under the "big top" to hear what this exotic girl is going to say about her religion which brands unkindness as the greatest sin in the world.

Seeking an exclusive interview, the writer found the famous Sheba attired in a flimsy black negligee, her glory of golden hair falling loosely over shoulders that Venus herself well might envy and the little evangelist perched amid flowers that surrounded a chaise lounge in the sunparlor of her home.

Flapper Is O. K.

"Is the flapper O. K.?" she exclaimed in answer to a question. "With apologies to her own slang, she 'ain't nothing else but.' She's got it all over the old-fashioned girl when it comes to taking care of herself. She ought to — look how much more she knows. Men used to talk girls into errors of judgment on promises of marriage, but that condition passed with the sob songs, the minuet and petticoats.

"The time has come when girls realize the odds are against them. They are playing all their cards. They are gambling everything. They are stressing the physical appeal and smoking cigarettes—things they wouldn't do but for the primitive instinct of self-preservation. Men won't pal around with the retiring, timid little girl any more, and the good girls have to 'do their stuff' or lose out.

"There is no more wickedness among young girls now than there ever was. The modern girl, under all her rouge and lipstick, wants honorable marriage, a home and kiddies just as much as her mother or grandmother wanted them. She despises cheap love and only plays at it to best man in his own game. In the true sense of morality she is decent and irreproachable.

Men Are to Blame

"It's the man who doesn't want marriage, or if he does want it he thinks he can't have it. Economic conditions of the country make it hard for him to build a home and have children. Besides, he can have all the advantages of married life with none of the responsibilities — hence moral carelessness. Young men have become freedom-crazy. They seek something without knowing what it is they want. They are not bad at heart; they are merely the echo of the age.

"We must not get too loud with our orthodox 'Thou shalt not!' It would be impossible to make this outbreak of 'shieking' unpopular. It has existed in some form or other since the world began. Girls have turned 'Shebas' in answer to the call of unfettered youth and to keep their husbands and sweethearts from stepping out with some other 'sweet mama.'

"This wildness will pass. It is just a novelty. It is not going to be dangerous unless turned into commercialized 'petting.' But the good girls have a conscience, and they always remember, sometimes sorrowfully, when some man has mauled around over them, and this new conscience is so potent that the flapper's freedom is little less than her protection."

Calls Hawaii Best For 'Plane Flying

HONOLULU, (INS) — There is no place in the world better suited to the flying of airplanes than Hawaii, Brigadier-General William Mitchell, Assistant Chief of the Army Air Service, told a group of Honolulu business men at the completion of his recent inspection tour, which included nearly all the islands of the group.

The statement caused oldtimers to recall that Tom Gunn, Chinese aviator, and one or two other airmen of twelve or thirteen years ago, who tried flying on the Island of Oahu with but little success, had asserted that flying conditions here would never permit of anything but short hops because of the "air pockets" that hung over the island. The incident is illustrative of the advance that has been witnessed in aviation since that time. Flights to the outside islands from this island are almost daily occurrences now with the army and navy.

General Mitchell predicted that in the days to come Hawaii will be no more than 21 hours from the mainland and not more than 33 hours from Yokohama. The islands, which are now known as the "Crossroads of the Pacific," will then take on a new appellation, he said; they will be known as the "Crossroads of the Air."

His Daughter

Irvin Cobb's daughter, Elizabeth Cobb (above), was married the other day to Frank M. Chapman, Jr., in New York City. Photo shows her in costume taken at a recent society affair.

FALL GRAIN IS DOING NICELY NEAR THE COVE

COVE, (Special)—Cove is enjoying real spring weather. The warm sun is drying up the mud, fall grain is looking fine and squirrels are seen running around.

Mt. Fannie Grange held their regular meeting on February 16. They decided to hold only afternoon meetings hereafter.

Mrs. L. J. Chadwick is home from Hot Lake and is feeling fine.

Robert French purchased one hundred and twenty head of sheep from T. B. Johnson last week.

Melvin and Ruby Schaffer were guests for dinner at the home of Mr. and Mrs. Nell Kight Sunday.

T. B. Johnson added another milk cow to his herd this week.

Mt. Fannie Grangers will give a basket social at their hall on Saturday night.

Mrs. M. L. Carter is taking treatments in La Grande and is improving slowly.

Mrs. Leah Becker and daughters returned to their home in La Grande Wednesday.

Mr. and Mrs. Nathan Gray of Lower Cove, are the proud parents of a little son.

BRITAIN SEEKS AIRSHIP BASES

England Urged to Secure Landings in Arctic Circle; Wrangel Island Coveted.

(By David Church)

LONDON, (I.N.S.)—Great Britain is being urged to look forward to the establishment of Arctic air bases, as the result of the announcement of Secretary of the Navy Denby that the United States hopes to claim the North Pole as American territory, if it is reached by the flight of the dirigible Shenandoah.

Commander Burney, M. P., who is one of the backers of the British scheme for airship communication with the dominions, warns that it is only a question of years before the Arctic regions, or a portion of them, will play an important part in the world's schemes of aerial transport.

Commander Burney sat in his office whirling a globe in front of him and ruminating.

The globe stopped, and Commander Burney placed his finger on a tiny speck.

"That is Wrangel Island," he remarked, "away out of the world, so to speak—a desolate spot that may very easily become in the future tremendously important.

"Wrangel Island lies in a straight line from our country. True, the distance is between three and four thousand miles, but an airship can do that, and if we had it as a base we should be able to think of world travel from quite a new angle.

"Operating via Wrangel Island, we should be provided with an airship route with extraordinary possibilities. From Wrangel you can get down to Vancouver and all over Canada, to Hong Kong and the whole of the Eastern dependencies.

"By such a route you overcome the difficulties of crossing the Rockies, which go right down practically to Mexico, and by their height militate against the carrying westward any great load by airship.

"Wrangel, in fact, is the Singapore of the North, and its strategic significance cannot be overlooked. Air developments have introduced quite new strategic consideration.

"We are the first people to secure naval bases, and on that principle our sea power has been dependant.

"For the future we have to see that we are not left behind in air bases, and Wrangel Island has assumed in this respect a position of importance.

"The Labor government, which is not hidebound by old traditions, has a great opportunity, and a definite plan with regard to Wrangel Island would be as valuable militarily as commercially."

New Officers

Lieut. Com. Bruce G. Leighton (left) newly appointed engineer officer of the Shenandoah and Lieut. Com. Zachary Lansdowne, who succeeds Commander McCrary, are shown photographed at Navy Department in Washington

Advertising Forecasts Local Business, Claim

Babson Park, Florida, (Special) —A new barometer was added to the list of factors on which changes can be anticipated by Roger W. Babson, who in a statement today discussed the studies made by his associates covering the relationship between newspaper advertising and local business. "We have long needed a reliable measure of business psychology," says Mr. Babson. "My associates having studied and rejected several indices finally analyzed newspaper advertising lineage, both as a cause inchanging local business conditions and as a barometer by which impending improvement or decline can be anticipated. The results in this field of investing are exceedingly interesting and pertinent.

"In comparing newspaper advertising by months with the volume of local business in thirty leading cities for a period of ten years, my associates find that there is a distinct connection between these two factors. An increase in newspaper advertising is paralleled in almost every case by an increase in local business beginning the same month. When the lineage of the local newspaper advertising turns and begins to decline the momentum gained carries the general business in the community either from one to three months before it definitely turns downward.

"The figures on the city of Chicago, for instance, illustrate this tendency in a larger center. Newspaper advertising in January 1922 was 9 per cent less than that carried in December. General business in January increased over the December figures, the drop forecast by this decline in newspaper lineage, however, developed during the first two months of 1922 Both advertising lineage and general business increased in March 1922 and advertising turned downward in May. General business followed that same month.

"Newspaper advertising turning downward between June and July forecast the decline in general business which started the following month. Advertising decreased between May and June, business turning down definitely in June. Advertising started up in September with general business. It turned down between October and November and was followed by business activity the same month. In the year 1922, both general business and advertising increased in February and advertising again turned downward in May, general business following in June. Lineage increased in September and was paralleled by the revival of fall business. A decline of the November figures indicated a drop in general activity which materialized after the first of the year.

"In the city of Minneapolis, advertising increased during February of 1922. General business improvement began to be felt in March. Advertising lineage turned downward in June and general business worked off to a low point in August. Advertising lineage increased slightly in September and was paralleled by the fall rise in general business activity. The drop in business occuring during the first two months of 1923 was forecast by a substantial decline in advertising lineage between November and December of the previous year. Advertising and general business turned for the better in February of 1923 and the decline of advertising lineage between April and May clearly indicated the recession of business which followed, beginning the latter month. Both advertising lineage and general business again turned upward during July, a month ahead of the usual seasonal turn. The marked decrease in advertising lineage following a high point in October of last year, foretold the decline in local activity developing, beginning in November and developing through December and January of this year.

"For scientific study of this factor, it is necessary to eliminate seasonal trends both in business and in advertiling, so that you get the true variation in the behavior of both these factors. In the case the extent of the decline in general business is proportionate in most cases to the previous decreases in advertising lineage.

"Continued studies will be made along this line, but progress so far will justify the addition of advertising lineage to the list of accepted business barometers, on the ground that in the majority of cases advertising lineage and general business increase together, but that the turn downward in advertising is followed from one to three months by a decline in local activity.

"It is hoped that extensive studies now being made along this line by my associates will make it possible to estimate not only the turning points but the severity of local business depressions by the relative decrease in local advertising lineage.

"Long swing studies along these same lines," concluded Mr. Babson, "indicates that wherever advertising lineage declines steadily over a period of months, general business also falls off materially and that in comparing several cities the locality suffering the greatest loss in advertising lineage likewise experiences the most severe depresson."

EVERY NICKEL HELPS.

Mankato Ledger: In the three states of Minnesota, South Dakota and North Dakota the farmers made a gain of 5 cents a bushel on the value of their wheat last year by cleaning out weed seeds and other dirt.

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