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TO OPERATE AIRSHIP FLEET

Ambitious Plans Credited to English Company Well Within the Realm of Possibility.

A company has been formed in England for the purpose of operating a fleet of airships to various parts of the world. The syndicate desires to acquire ground near Southampton, where it proposes to erect a tower 120 to 150 feet high to which airships may be moored, and an elevator will take the passengers up the tower and into the gondolas of the ships. The syndicate intends to have a fleet of non-rigid airships in commission next spring; the smaller will carry 32 passengers and crew and the larger 40 passengers and crew. The company also anticipates running some of the larger rigid airships now in course of construction. These will have a carrying capacity of 150 passengers and be able to travel to any part of the globe. It is proposed to use the smaller non-rigid airships to feed the larger ones and meet them at the principal centers. The cost per mile is put at about half the cost of a taxicab fare today, approximately about 18 cents per mile. —Scientific American.

Reasons for Feeding Birds.

By feeding the birds in cold weather one provides ammunition against the mosquitoes of June, explains a member of the Animal Protective League. It seems that birds feed their young on mosquitoes, thus destroying great numbers of the pests. Little natural food is available for birds in the winter except in the extreme South, and even there less can be found by them at this season than in the summer. So when the table or pantry shelf is cleared of crumbs if the contents of the crumb tray are scattered outdoors instead of being put in the garbage can, the birds will be thankful, and will show their gratitude by saving the food-giver many a mosquito bite next summer.

Mosquitoes are only one of the many excellent reasons why birds should be fed during the winter. The others are all the other insects which hamper the production of the garden, and all pleasures of song and plumage. —St. Joseph Gazette.

North Dakota's Lignite.

A government report says "the fuel problem has been forever solved in North Dakota." The western half of the state is underlaid with lignite, the beds estimated to contain 600,000,000,000 tons. Over thousands of square miles this soft coal lies so close to the surface that farmers merely dig a hole in their own fields and take out the coal as they require it. During 1918 1,000,000,000 tons were mined. If the farmer is too busy with his farm work to help himself, he can buy it for \$1.50 or \$2 per ton. Many of the large grain elevators are operated by power furnished by coal that is mined on the spot, and this general economy in fuel has aided materially in increasing the per capita wealth.

GET PUBLICITY ON CALENDAR

That Form of Advertising is the Most Popular With the Merchants of China.

It has been known for a long time what a relative task it was to go visiting in China—that is, if you happened to be a lofty dignitary and must therefore carry along a card of uncomfortable dimensions. Advertising, it seems, shows a corresponding divergence not only from occidental methods, but from those of nearby Japan. There are thousands upon thousands of newspapers in China, but they are not very firmly established, and when they do not soon disappear altogether, they are almost sure to change name frequently, as has been known to happen with certain American products. Newspapers of the republic have an average daily circulation of 3,000, which is larger than it looks, since the papers are carefully passed from hand to hand. There is, then, to be sure, newspaper advertising as well as posters. But the most popular form of publicity for merchants is—the calendar! Nowhere is that humble domestic article more important than in China. Advertisements here placed are looked upon every day. And after all, when you look at the calendars that begin to arrive about this time of the year, isn't it possible to imagine that China is not so far from the West as it might be?—Christian Science Monitor.

Captain of Industry at Three.

Little Edward is just 3 years old, but "going on 4." He is very fond of his grandmother's house and often is a young visitor. His last call was last Sunday afternoon. Grandmother, who had been taking a nap, was a bit late coming downstairs to greet her favorite guest. She found him cuddled up in the big easy chair in front of the fireplace. Edward smiled as she stooped to kiss him, but, boylike, that was about the only sign of affection from him.

"Get up, dear," urged Edward's mother, "that's grandmother's chair."

"No, it isn't," asserted the young man, "I beat her to it."

Possible Restraint.

"There is a great deal of danger in all this socialistic literature," "I suppose so," replied the man who is exasperatingly tranquil. "And yet if a man would take the trouble to read and understand all that has been written about socialism before embarking in business as a 'red,' he'd be entirely too old to participate in any active demonstrations."

Why Horses Are Diminishing.

An authority attributes the diminution in number of horses to the impossibility of horse prices keeping pace with the prices of wheat, corn, pork, beef and mutton, and therefore the farmer neglects horse breeding for something more profitable. But what are we going to do for work stock five or ten years from now? he asks.

CHURCHES PLAN TO AID RURAL LIFE

Interchurch World Movement Surveyors Find Lethargy in Oregon.

The church used to have to compete with the saloon as the center of recreation. Now it has to compete with the movie, the dance-hall and the motor car.

This is the view of the problem facing rural churches Oregon, of surveyors for the Interchurch World Movement who have spent months making investigations of conditions in the state.

"We cannot complain because these other attractions are drawing the people away from the church," said one, "so long as we do not provide any alternative social attractions. The church has to meet the demands of the community in which it exists, physical and recreational as well as spiritual, and so long as it does not meet them it cannot protest against the fact that the dance-hall and movies occupy the leisure time of the younger people, while the whole family is lured by the prospect of a motor trip rather than by what the church at present has to offer."

"The church has to offer something better. It will not accomplish much by denouncing the dance-hall and other amusements of which it disapproves so long as its criticism is merely negative. It has to take a positive course and provide entertainment and recreation of genuine attraction and so out the bad with the good. I know of one Sunday school that faced this problem in a vigorous way. It found that the local pool hall was attracting large numbers of young men, so it bought the pool tables, thus closing the pool hall. But it did not stop there. It offered entertainment which effectively reached these young men who had previously spent their time at the pool hall. We can have movies in the church too, especially those educational films which can easily be got from the Government departments."

Some surveyors found that there was a general lack of interest in the church and religious things in the rural districts which they visited. "Pastors are becoming discouraged," one said, "and spend part of their time working on farms instead of putting all their effort into church work."

The results of these surveys will form an important part of the program at the conference to be held in this county early in April.

The Principal—Miss Brown, I wish you would give up this idea of marriage. The training of children is a far higher calling than the mere bearing of them.

The Teacher—Yes, Miss Matthews; but if it weren't for those of the lower calling, whom would you have to train?—Life.

The Home Merchant KEEPS HIS EAR TO THE GROUND



He knows what THIS TOWN wants.
He knows your INDIVIDUAL wants.
He is anxious to please.
He wants you to call again.
He GUARANTEES his goods.
He'll exchange them if they do not please.

Why Not Trade at Home?

Imports of Precious Stones.

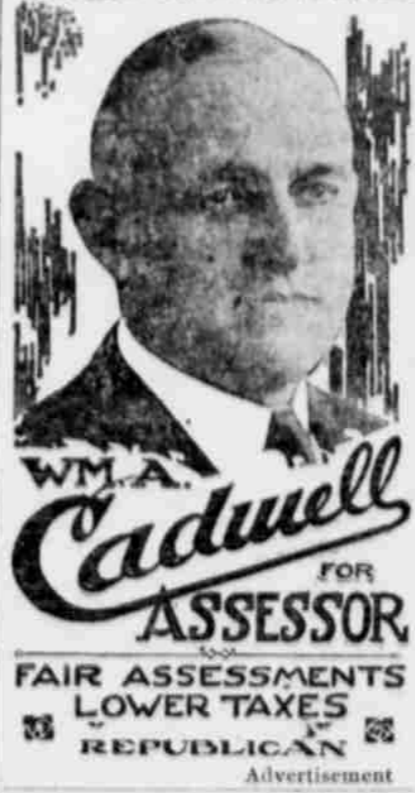
The value of the precious stones imported into the United States in the fiscal year that ended recently was greater than it had been in any previous year. Pearls are growing more popular, but because the war interfered with the fisheries they have become so scarce that dealers cannot supply the demand. The South Africa diamond producers are taking advantage of the favorable market to unload the diamonds that they have been accumulating during the war. According to the National City Bank of New York half the diamonds in the world are already owned in the United States.—Youth's Companion.

Cards of thanks notices are charged for at the rate of fifty cents each. Persons desiring to have such notices published should make a note of this.

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Don't send your printing out of town.

NOMINATE



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Thirty years in Business in Portland Advertisement

\$100 Reward. \$100 The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address: F. J. CHENEY & CO., Toledo, O. Sold by all Druggists. Take Hall's Family Pills for constipation.



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The Miller Ad-On-A-Tire is built like a tire without beads. It is made of tough, buoyant rubber with several layers of fabric. The side walls completely cover the tire and clinch under the rim. And it also has the famous tread that is Geared-to-the-Road.

The many caterpillar feet of this tread engage with the ground like cogs. You are assured complete traction and greater safety.

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