

More Income on Farms

"The Agricultural Review frequently has pointed out that the income of many American farmers is not confined to the receipts from sales of products of the farms; that the aggregate earnings of those engaged in agricultural activities is far greater than the total net farm revenues. The reason for this is that most farming operations are seasonal in character, which leaves much time to be otherwise employed. Not all farmers are located within reach of steady outside employment nor where they can profitably engage in a supplementary business enterprise. But the number who are so situated is large, and is rapidly increasing.

"Highway construction, and public works of various kinds give a great many farmers opportunity to profitably employ their otherwise spare time. The decentralization of industries, which now appears to have fairly started, is bringing employment within reach of previously isolated farms, and in addition is supplying vastly greater and better local markets. Improved highways are bringing customers to rural doors and making it possible to conduct profitable side lines.

"Electrical development promises to greatly increase these opportunities, and to make rural life easier and more attractive by supplying power and light to all farms within a considerable radius of the newly-created industrial centers. A competent authority declares that electric current, at reasonable rates, will be available on more than a million American farms, or one in six, within a very few years. The development of super-power systems already is opening the way for industry, decentralization in a large way. A super-power system is one in which the power generated at various favorable points is connected up by means of high-tension lines, so that it can be delivered at any point within the system, in such quantities and at such times as may be required.

"Modern industrial tendency is toward smaller production units, employing from a few hundred to a few thousand people each. Skilled factory managers in most lines pronounce factories of this size more efficient than the larger ones. Standardization of machinery, and of all parts and most products thereof, renders these smaller units independent of the great, congested industrial districts.

TRUTH THE BEST POLICY

The other day I saw a young fellow deliberately beat a bill of three or four dollars—and then slink away like a whipped cur when the victim's back was turned. That young chap right then and there sold his honor, his character and likely his future good prospects for a beggarly sum. Talk about selling a birthright for a mess of pottage—it is done every day. The young fellow who starts his career by beating a few bills imagines that he is just about that much ahead of the game. If he could look into the future he would see a millstone bigger than an elephant hanging to his neck. He would see himself one of the "ard luck" fellows of the community; the fellow who never gets along; the fellow who is always looking for a four leaf clover and never finding it; the fellow who ekes out a miserable existence by the sweat of his brow for nobody has any confidence in his brains and he can't sell them at any price. Honesty is the best thing that paves the way to the green fields of plenty and lies the clouds with silver and shining gold. Then think of selling out for three dollars.—Bert Walker.

STARTED "TEDDY BEAR."

A Washington cartoonist was responsible for the teddy bear fad that swept the country while Theodore Roosevelt was in the White House. When Roosevelt went on a bear hunt in 1902, he assured the reporters he would bring back a bear.

After nine days in Mississippi hunting grounds, word reached Roosevelt and his party that a bear had been sighted. Heavily armed the sportsmen set out, to find only one small black cub about eighteen inches long. Two strong men were to bring it with ropes. Roosevelt

smiled and said, "I'd be ashamed to face my children again if I shot that cub."

The incident was wired to Washington, and Clifford Berryman, cartoonist, drew a cartoon next day called "Teddy's Bear," which represented Roosevelt pulling the little creature by a rope up the White House steps. This was followed by another called "Drawing the Line in Mississippi," in allusion to the agitation then seething over the color line in the gulf states. These two cartoons started the teddy bear fad.—The Mentor.

"CAN THE WORD 'SUPPORT' "

From The Nation's Business a Merle Thorpe Editorial.

Do you "support" your chamber of commerce or your trade association? If so, don't do it! Which may seem strange advice from a magazine which has fought from the day of its foundation for organized business, which has stood for the right of industry to get together for the common good.

But a chamber of commerce or a trade association ought not to be thought of as asking support, but rather as offering "for value received" services which can be had in no other way.

The man who pays his taxes isn't supporting his town. He's paying for protection from fire, for street paving, for schools, for the dozens of other things that well organized communities provide. We deal with the corner grocer; we don't support him. We buy his potatoes and canned corn and are willing to pay for them.

So, too, with a business organization. It has something to sell, services that can be bought nowhere else. A member who feels that he is getting his money's worth is a good member to have.

Same applies to newspapers.

OVERSPENDING IS VULGAR

The greatest vulgarity is spending more than you earn.

Most of us want to be respectable. There is nothing so respectable in all the world as living within your income.

Somebody asked Chauncey Depew, how much it takes to live on in New York. He answered, "A little more than you have."

Every city is swarming with fools who are trying to maintain their "station in life" by spending \$100 for every \$30 they take in.

Sometimes it is the man who is the fool, sometimes the woman. One is as bad as the other. Worse. Quite often it is the children. Which is still worse.

But whoever it is, attack said fool at once. It will make trouble, but you'd better have \$10 worth of trouble now than \$100 later on.

And no matter who you are, whether a bedecked lady driving in a limousine you cannot afford, or a shop girl wearing a silk blouse that is beyond your means. Don't forget you are just plain vulgar.

Because anybody can do it. And it is the commonest, cheapest, wisest and most inexcusable thing which the mob does.

There will always be inequality, always some who have more money and make a greater display than you. Why worry that you are poorer than some around you?

If you are going to have a pain whenever you see anyone living in a finer house than you, or wearing costlier furs or giving more gorgeous dinner parties, or riding in more expensive automobiles, you would well make up your mind to accumulate pangs right up to the grave.

Clean yourself of this nasty feeling. For envy is the nastiest of all the spoilers of content.

This way out is simple. Just don't spend. That's all.

It may hurt and humiliate and all that, but what of it? Have not better men and women than you suffered to retain their self-respect?

Women have killed themselves rather than lose their virtue, and men have gone to prison and the gallows rather than lie or betray and cannot you undergo a bit of privation for the sake of being decent.

Resolve that from this day on you will at least not be vulgar, that you will not spend more than you make.—Dr. Frank Crane.

DUTY OF INDIVIDUALS

Attention is called to the responsibility of the individual for community progress. This is an old but ever new

theme. Without acceptance of this obligation by the individual, no community development would ever be possible because mass action in any direction is impossible, without a desire on the part of the individual to act.

So, in order to get improvement, every citizen of the community must be "right" on the question—at least a large majority must be convinced that they are obligated to do their share of the work that is required.

The citizen who is satisfied with everything, who wants to "let well enough alone" on the theory that advancement will require some extra effort on his part, will sooner or later slide into the rut from which he will never emerge.

When this type of citizen suddenly awakens to the fact that he has been following the same line for years and that he has spent the best part of his life without accomplishing anything, he blames the community, his neighbors, his friends and his job for his failure.

If he will analyze his own attitude carefully, he will find that he alone is to be blamed. If he is honest with himself, he will recall how he repulsed every effort of progressive citizens to get his co-operation in projects to improve the community.

He will look back over the productive years of his life and see failure written there because he resisted every movement that sought to have him shoulder his civic responsibility.

So community advancement rests entirely with the individuals who live in it. If they are listless and not alert to their opportunities, if they fail to accept their obligations as citizens, then there isn't progressive communities that are growing and constantly becoming better places in which to live.

RUSSIANS ARE CHILD-LIKE

They Are Deeply Religious and Accept All As Coming From God.

University of Oregon, Eugene, Jan. 26.—(Special.)—Russian literature has been called a "hymn to the injured and insulted" and one of its outstanding characteristics is the glorification of suffering, according

to Mrs. Mary Watson Barnes, professor of English literature, who has made a study of the Russian as reflected in their literature.

"The Russians, child-like as they are, glorify simplicity, and idealize the straight-forward and frank spirit. They lack reserve. The human soul, to them, has sanctity but no privacy. They do not restrain their feelings or their confidences," Mrs. Barnes said.

"The people are gloomy and include the base and the criminal in their pity. Contact with the Orient and the hardships and dangers of Russian life have given these people less of egotism and more sense of the community than the Anglo-Saxons. Therefore they are more readily subjected to despotism and authority than the Westerners, Mrs. Barnes declared.

"Like agricultural people generally, the Russians are deeply religious, seeing a supernatural force in the destructive elements of nature than surround them. They accept all as coming from God. They find mystery in life and therefore, poetry."

ASHLAND

Ashland the first city in Oregon, on the paved Pacific highway, just 22 miles from the California line, has many attractive features that are not found in many other cities. Luthia Park astonishes and delights the visitor and proves a source of rest and comfort to the weary. Mineral springs of a variety and quality rare indeed bring relief to many and a climate of equability and rareness satisfies the year around. A city of 6000 people, State Normal, pretty homes, business and wealth.

A "sun school," high among the Alps, is being established for sickly children by the Swiss government.

Italian marriages must take place in a community of which either the

bride or groom is an actual resident.

Geese driven long distances to market in Poland are first "shod" by being caused to first walk through tar and then through sand.

Mrs. G. Garner of San Francisco, was granted a divorce after telling the judge that her husband cursed and struck her when she trumped his ace in a bridge game.

When Dad was a school boy there were the three R's, reading, riting and 'rithmetic. They have the three R's yet but its rah, rah, rah.—Kingsley Mercury.

Housekeepers are becoming so shiftless that they will soon be buying hot water in tin cans.—Atchison Globe.

If it wasn't for schools and highways it wouldn't cost much to run the state. But if it were not for them it wouldn't be worth running.



CITY CLEANING & DYEING CO.
 "WERE NOT SATISFIED UNLESS YOU ARE"
 Phone 474 624 RIVERSIDE ST.

MEDFORD, OREGON

A Personal Solicitation

You may see a copy of this issue of The Ashland American, and it is possible that you have not signed up for a year's subscription. We want and need you on our list. We want you in The American family, want your suggestions and any news items at any time you can tell us. Send them or mail them. Simply address it to Ashland American, Ashland. Following is a form we surely hope you will fill out and mail today. Every issue will be more fascinating. You will hear from us and be interested.

Date.....

Ashland American—

Inclose find \$2.00 for a year's subscription to The Ashland American.

My name is

Address

R. F. D.