

Mt. Pulaski Times

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BY MT. PULASKI TIMES

Mrs. John L. Eyrse, Editor

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BACK TO THE FARM

There were 208,000 more persons living on farms in America at the beginning of 1931 than there were at the beginning of 1930, according to the annual report of the Secretary of Agriculture. From what we observed, we should say that the increase during 1931 has been even greater than that. This is a very significant movement of population away from industrial centers and back to the rural regions, where the problem of keeping out of the poorhouse is nowhere nearly so difficult.

Perhaps the most interesting conclusion which Mr. Hyde draws from these and other figures is that the United States is approaching the stage of a stationary population. In all but four or five of the big cities the death rate today is higher than the birth rate. The coming generations in America must come from the farms. The secretary believes that prevention of an actual decline in the population of the nation calls for the development of governmental policies which will make it increasingly possible for a large proportion of the people to live in the country, even though not wholly dependent on farming for their employment.

We must say that we agree with Mr. Hyde that the dweller in the small town, or on the farm, is much

more secure so far as the necessities and most of the real comforts of life go, than most of the people who live in the cities are. When city folks talk as they do the terrible distress and suffering and so many millions of their people who have no jobs and no way of feeding or housing their families, they are talking about something that we who live in the country towns and on the farms only faintly comprehend. It is in times of general industrial depression like these that we realize how much better off we are than our city cousins.

KEEP YOUR MONEY MOVING

One of the reasons why four million people are out of work in the United States—in fact, almost the only reason—is that too many people who have money have stopped spending it. In the discussions which led to the formation of the National Credit Corporation, it was estimated that more than a thousand million dollars has been taken out of circulation, out of the banks, and hidden away in safe deposits and mattresses by people who are almost paralyzed by the fear that they are going to lose what they have accumulated.

In the ordinary course of business every dollar changes hands seventeen times a year. To take a billion dollars out of circulation means a loss of seventeen billion dollars of business and that, the experts say, is a large enough sum to keep four million persons at work.

There are much safer things to do with money than to hide it. Money is not of the slightest value except to spend. Hidden away it earns nothing, and if enough of it is hidden it actually loses its value.

Anybody who is holding currency because of fear would be better off to invest it in almost anything. A hundred dollars invested in paid-up life insurance policy, or an annuity, with one of the big insurance companies would be safer and more productive than \$100 hidden away. The safest of all places to put money is in improved real estate. If there are no commodities that you feel a desire for, and you have money that is not working, why not put it back into circulation? Until most of the hoarded money begins to work again, we are going to continue to have hard times; as soon as this money gets to work, prosperity will come back almost instantly.

WHO ARE THEY?

By Bruce Barton

A man stopped me on the street to say that he had some important information. "They are going to put the market up in the next few weeks," he said.

"Who are they?" I asked him. He looked at me scornfully, as though I ought to be ashamed to confess such ignorance. "Why they," he answered, "are the big shots, the insiders, the international bankers, the Interests."

"Oh," I said, and thanked him and went on my way.

When I graduated from college I

had a great deal of awe of the Interests, and at that period they were indeed pretty powerful. Important corporations were comparatively few, and those few were small in comparison with today.

Their stock was controlled by a compact group of men who, by acting together, could often make or break the market. Morgan could get them all in a room and tell them what to do.

But times have changed. Corporations are enormous; shares are scattered among millions. They, the interests, are not what they used to be.

One time I served on a civic committee, most of whose members were bankers. The executive secretary was a bright young college graduate. He said to me: "I don't think these big bankers will take care of me."

Well, the job was over, and I told him: "You are going to have a great shock as to the power of the International Bankers. They may control millions, but one thing they can't do is to get you a job. They may send you to the heads of certain corporations with letters of introduction, but they can't insist that you be hired. Those corporation managers will reply to the bankers, 'You hold us responsible; you must let us alone.'"

It turned out as I predicted. The young man finally secured a job, but not by any help of the Interests.

I have seen several national elections, but never one in which the partners of any of the big international banking houses were agreed upon a candidate.

Two partners, sitting side by side, would offset each other's votes.

In the last analysis, who are they? I'll tell you. You and I are they. We run things. A business may have millions of capital, big plants, and huge sales forces. But if you and I do not like its product, all these huge assets are merely liabilities.

Talleyrand said a shrewd thing when he remarked, "There is one person wiser than anybody, and that is everybody." You and I are everybody, and we decide.

Mr. Morgan does not awe me. Even the editor of this paper, who is my boss, does not fill me with any great alarm. But believe me, I care about you, gentle reader.

When you turn your thumbs down I'm through.

Today & Tomorrow

TOMATOES

When I was a boy my grandmother told me that in her girlhood, in the 1820's, people grew tomatoes in their flower gardens for their beauty. They called them "love apples" and thought they were poisonous. To the end of her days—and she lived to be over ninety—grandmother was always a little suspicious of tomatoes.

Now we eat tomatoes in everything, even in clam chowder, where they have no business to be.

I saw some figures the other day about the latest development of the tomato business, the canned and bottled tomato juice. More than 700,000 cans and nearly half a million bottles were sold last year. People drink tomato juice because they think it is good for them.

The world has changed a lot in a hundred years.

BUYING

Everybody isn't broke, and not all industries are on the verge of bank-

ruptcy. I talked the other night with the New York distributor of one of the popular makes of electric refrigerators. He told me that his company had just completed a nationwide selling competition, in which every distributor was given a certain quota of sales as the goal to aim at, and that every one of them had sold more refrigerators than he had been asked to sell. My New York friend's organization disposed of more than twenty thousand refrigerators in twenty-one days.

Since the cheapest of these refrigerators sells for \$250, and the average is about \$350, that means that the people of this one locality spent around \$7,000,000 for refrigerators in these so-called hard times.

The truth seems to be that people are buying things that they really feel the need of, when they can get them at a fair price and on easy terms.

WOOLEY

In appointing Miss Mary Emma Woolley, President of Wellesley College, as one of the American delegates to the International Disarmament Conference, Mr. Hoover has not only recognized that women have a very vital interest in the subject of war and its prevention, but he has paid a merited compliment to a great teacher and a life long worker in the cause of peace.

Miss Woolley will be the first woman in history to be an official representative of a government in an international conference. Everyone who knows her, or who knows anything about her thirty years career as President of Wellesley, will agree that her part in the conference will be an active one and that whatever she has to say there will be listened to with respect.

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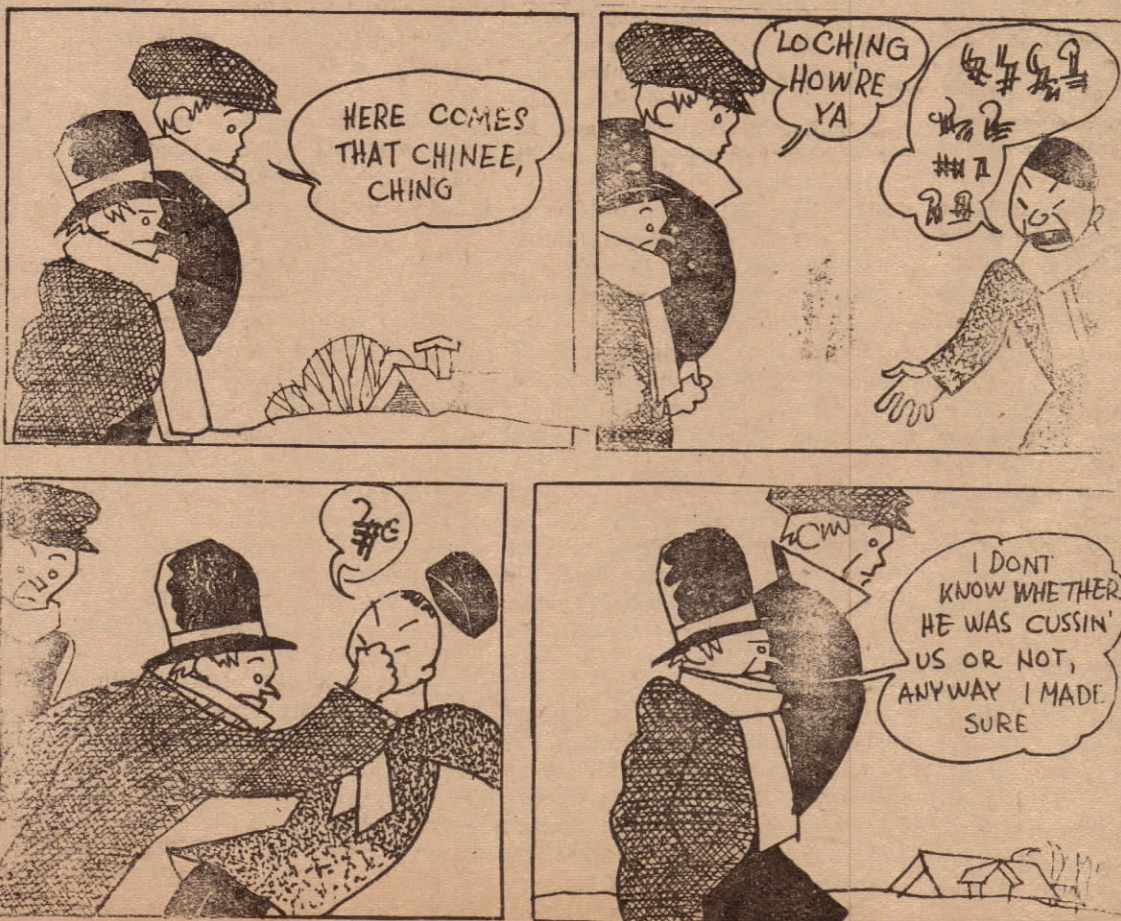
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BUD 'N BUB

By El Kressy



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JOHN T. HERSHEY

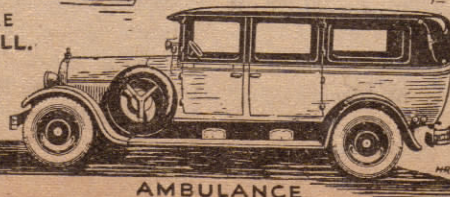
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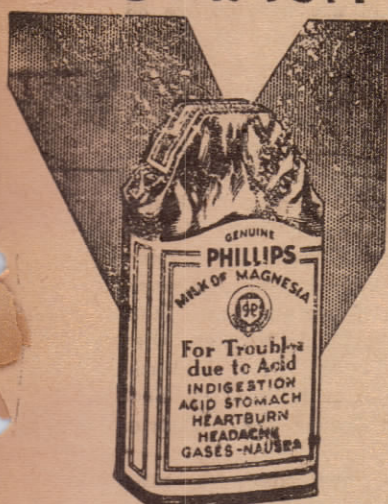
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AMBULANCE

ACID STOMACH



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