

WHY
Desire for Home Ownership
Is Inherent

Land is fundamentally the most valuable thing that is cherished by man. From it he gets his daily sustenance, and upon it he builds his home.

The population of the world steadily increases and the value of land steadily enhances.

Because land is so valuable, it is more heavily traded in than is any other commodity of business. In high times that trading runs beyond reasonable bounds, and a reaction sets in.

But these reactions are always followed by advances, and land continues to be ever more valuable with the passage of time.

The home is the central theme of all land value, be that home on a small plot in the city or on broad acres in the country. The land revolves around the idea of a home for man.

Most of the great fortunes of the world have been founded on land, and land will ever be the basis of our civilization.

A city home involves a plot of land, and a house built upon that land. That house represents human labor through material produced by that labor.

Both labor and land command higher values with the development of civilization. The man who owns a home has a small part of the two most valuable things known to man—a plot of land and some product of labor.—Birmingham (Ala.) News.

Why Universal Use of Red as Danger Signal

Red has always been a taboo color. Its use as a danger signal is of very ancient origin, superstition playing a large part. In prehistoric times red earth was used in tombs because demons are supposed to flee from red. Sacred trees and stones were painted red, and for the most solemn of their rites savages daubed themselves with red clay. Another very probable reason is that it is the color of blood.

Psychological experiments have shown, too, that red has a peculiar effect on the functioning of the ductless glands, particularly the adrenal glands which control the emotions of fear and anger. When primitive man was startled, the secretion of the adrenal glands poured into the veins and speeded up the heart action, improving the muscular strength of the one in fear of danger.

These varied facts and superstitions centering about the color seem to lead up to its use as a danger signal.

Why Build Bird Homes

Why not invite the birds to your grounds by putting up houses built to fit the needs and habits of each tribe? Enjoy seeing and hearing the beautiful songbirds singing or working in your garden, hunting the cutworms, bugs, moths, caterpillars and other annoying insects which devastate trees, shrubs and flowers. Martins feed from the air and each one destroys thousands of mosquitoes every day. Your thoughtful provision of the kinds of homes they like, water to bathe in and some simple foods they crave, will bring multitudes of beautiful and useful song birds to your garden year after year.—Exchange.

Why Gas Is Made Odorous

Making gas smell is the objective of distributors of natural fuel gas in recently developed territory in California. Unlike the product of middle-western states, natural fuel gas is odorless in the western fields and several fatalities occurred after its introduction to Pacific coast users. So the company is saturating its products with atomized oil. The odorant does its work thoroughly, although no odor is created while the gas is burning.

Why Static Is Prevalent

The weather bureau says that to the best of its knowledge it is not generally true that there is more static on a moonlight night. There is more static when thunderstorms are prevalent than at other times, and thunderstorms imply more or less cloudiness; and cloudiness implies absence of moonshine—at least the kind that can be seen below the clouds.

Why the "Nickel Plate"

In the days when the Nickel Plate railroad was being built, the early '80s, "nickel plated" was a popular slang expression for excellence. Hence the owners of the New York, Chicago & St. Louis gave their road its famous by-name just as they might have called it the Blue Ribbon road at a later date.

—Read the Watchman.

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DEAD TOWN VERY SELDOM RECOVERS

Community That Is Not Prosperous Cannot Attract New Residents.

IS LIKE BIG CORPORATION

People Are Stockholders and When They Spend Their Money Away From Home They Deplete Its Capital.

(Copyright.) There is nothing deadlier than a dead town. Try as hard as it may to conceal the facts, the truth is written all over it so that he who runs may read. No camouflage of bluff and bluster can conceal the true situation from anyone who comes within the limits of the community. A dead town is dead and that's all there is to it.

The worst of it is that once a town dies it stays dead. There have been exceptional cases in which dead towns have been revived, have taken on new life and prospered, but these are merely the exceptions that prove the rule.

The fact that a town can seldom "come back" is easily explained. The growing and prosperous town today is the one that can attract new residents and new capital. It is one that can offer attractive inducements for the location of new industries. The dead town offers no attraction to outside capital. A man looking for a place to launch a new business or a new location for an old industry, is not going to pick out a dead town. He is going to select a town in which money is plentiful, a town whose business men are progressive and whose residents, as a whole, are prosperous and contented. There are too many live and thriving towns in the world for a man to risk his future in one that is dead. This is the reason that a town, once dead, almost always remains dead.

Town Like Corporation. There is just one thing, ordinarily, that kills a town in the first place and that is a lack of money. A town is just like a corporation and the money possessed by its inhabitants is its capital. If this capital is depleted the town will fall just as the corporation, whose capital is depleted through poor management or other causes, fails. And just as the corporation which has once failed can seldom retrieve its lost fortunes, the town which has failed cannot often "come back." The capital of a community is de-

pleted when its money is spent away from home in a way that brings no return benefit to the community. It takes no great amount of thought to be able to realize that the town, like the individual, cannot last long if it is paying out more money than it takes in. That does not mean that a prosperous town is one in which the people do not spend any money. On the contrary, a prosperous town is one in which the people do spend money but it is one in which they spend the money at home. As long as the money is spent at home, the town gains by having it kept in circulation, but when it is spent away from home, either by being sent to the mail order houses or by shopping trips to other cities, the town's capital is impaired to that extent and if enough money is spent away from home in that way, the town collapses and virtually goes into bankruptcy just as does the corporation which dissipates its capital.

The people of a community are apt to overlook the fact that they are stockholders in their town and that their fortunes are bound up with those of the community as a whole. They do not realize that if their town falls they will fall with it. They—or many of them at least—send their money away to the mail order houses in the great cities, without realizing that they are impairing the capital of their own corporation and that if enough of them pursue that course they will force their corporation into certain bankruptcy.

Merchants Not Only Ones Hurt. Many customers of mail order houses say that they are under no obligation to trade with their home merchants and this may be true. They overlook that fact that the business men of a town do much for their community and are entitled, in return for what they do, to the support of the people in the community, but leaving this out of consideration, they overlook the fact that they are bringing about their own downfall when they drain their town of its money—its capital.

The home merchant will not be the only one that will be hurt when the town "goes broke." The merchant can reduce his stock and cut down his expenses and get along some way or he can sell out and move to some other town which has not been so blind to its own welfare. It is the great body of the people of the community including all those who have sent their money away to other cities instead of spending it at home, that suffers most when the hard times come.

The time for all the people to pull together for a live town is while the town is still live and not after it is dead, for when a town dies it is a long time dead—if not forever.

Learns His Faults.

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