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BETTY BOOTS, 254 Post Street, San Francisco

seemed suited to the fruit-growing which he was projecting. Various phases of the trade were discussed. The stranger wanted to bring his family and make the farm his home. "Why did you build your barn directly opposite the house and exactly in front of it?" he asked. "Handy," said the farmer. "Wouldn't it have been just as handy back of the house?" "Why, no. Here the public road runs right between the house and the barn. It's very convenient." "But if the barn was back of the house you would have a magnificent view from the front," persisted the possible buyer. "Oh, well, now," said the old farmer, "I've heard that story from automobile parties for years. They

stop here on this hill and tell me I could see forty miles down the valley if it wasn't for the barn. I know it. But I could never see far enough in that direction to see a dollar coming to me!" And so the stranger went elsewhere.

This is a report of an actual case. Had the house been opened to the truly magnificent view at its front the farm would have sold for a thousand dollars more than it finally brought—perhaps two thousand more. The crabbed owner would then at last have seen a dollar coming to him from that distant landscape. Moreover, in this case his barn would have been much more conveniently arranged at the rear of the

house; so that with thirty years of privation he lost a thousand dollars.

The Personal Effect

All this talk about raising real-estate values is nonsense to some farmers. Many do not want to hear it. The rise in market price does not interest them, except that presently the assessors may hear of it and push up taxes. It is not good policy for them, therefore, to do anything simply to enhance the selling value of their farms. But farm plans are becoming standardized, and a farm home which should be the lifelong home of the farmer must conform to certain standards.

The farmer is no longer made conspicuous by his clothes. He is a man among men and is fast coming to appreciate the same comforts and surroundings that are demanded by the city worker when his income becomes such that he can move to the suburbs. A beautiful farm home is an asset to the family that cannot be easily measured in money value. It may not in itself be sufficient to keep the boys and girls at home, but it will never stimulate a dislike for things rural as will the barren, treeless box house devoid of distinctive surroundings.

Preservation of Landscapes

Along with the realization of the value of surroundings will naturally come better efforts for the preservation of the trees and landscape. The ruin of country roads will cease and the tree butcher will be driven out of the neighborhood. The unnecessary and disgusting practice of cutting the roadside trees in order to put in ugly telephone and trolley poles will be stopped. The desecration of the landscape with patent-medicine signs, general advertising and even Scripture texts will be condemned and abandoned; the dumping of rubbish along the shores of ponds and rivers will be forbidden; the needless slaughter of trees or forests will be checked; the whole face of the country will be improved and the entire community will be the better for it.

Improvements of this kind really belong to the community and are in the hands of the public rather than of individuals. They are the proper business of village or neighborhood improvement societies. In their larger aspects they belong to Government agencies. This has already been recognized in certain states, notably Wisconsin, Massachusetts and New York, where important types of natural scenery and extended areas of native landscape have been formally reserved for public use and enjoyment. The Federal Government in its turn has begun to see that there are certain examples of landscape which belong genuinely to the whole nation. A wise and beneficent bill now before Congress is designed to establish a national park service to look after this property and to make it really available to the whole people. We are coming to see more clearly that the landscape has an enormous value on both a large and a small scale, that it ought to be conserved, and that we ought for ourselves to practice its daily enjoyment.

What the States are Teaching the Nation

Progressive Wisconsin's Campaign for Co-operation

By The Observer

The legislature of Wisconsin seeks "means for the reduction of the cost of living and the betterment of the business side of farming at the same time," said Dr. Charles McCarthy to The Observer. Through the instrumentality of the Legislative Reference Library, of which Doctor McCarthy is the chief, a study has been made of the great co-operative movement which has long been perfecting in parts of Europe. This investigation, coupled with an analysis of the broad subject of marketing, was conducted with the primary idea of developing and applying a system of co-operation to Wisconsin. "Previous to this attempt," said Doctor McCarthy, "no thorough study leading to the construction of a state plan had been made

Free Gifts For The Children!

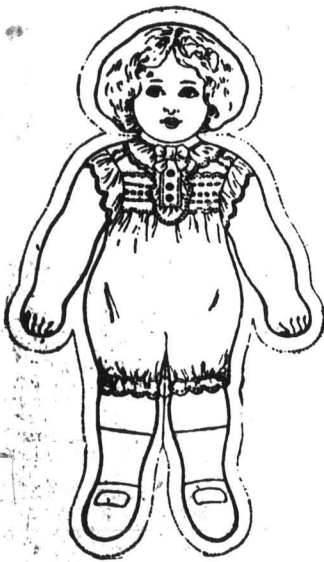
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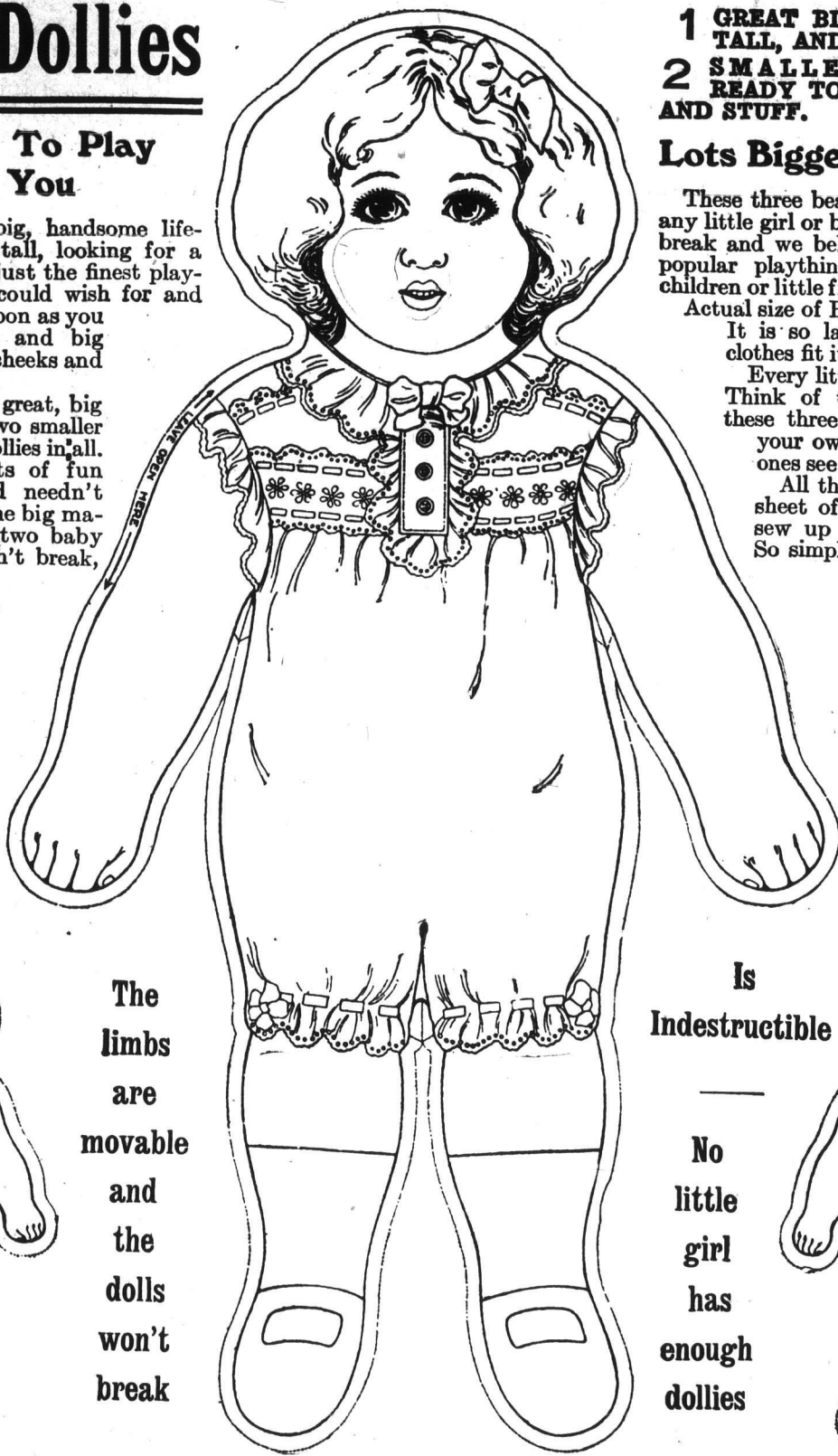
Here is a great, big, handsome life-size doll, 27 inches tall, looking for a little mama. She is just the finest playmate any little girl could wish for and you will love her as soon as you see her pretty face and big brown eyes, her pink cheeks and light curly hair.

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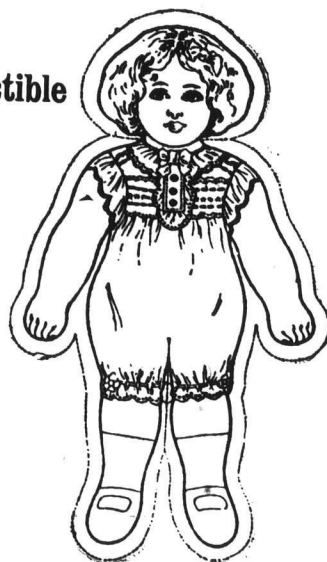
You will have lots of fun playing together and needn't be afraid of hurting the big mama dolly and her two baby dolls, because they won't break, soil their hair or lose their pretty eyes. These three dollies are stamped in bright colors on strong cloth and mother can sew them up on the machine in ten minutes. You can set these dollies down, bend their arms and legs and dress them up in all kinds of clothes and play all day long.



The limbs are movable and the dolls won't break



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