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CIVILIZATION IS FURTHERED BY SOAP

Use of This Cleaning Agent Has Had Tremendous Effect On Progress

In this day the gospel of cleanliness is abroad in the land. Advertisements everywhere encourage belief that our civilization rests on soap and that we are much improved with the laying on of lathered hands. In this country the industry has grown enormously, with an annual production of about 2,500,000,000 pounds.

The manufacture of soap has been traced to the time of Pliny the Elder. He reported its use among the Germans for coloring hair. The cleansing properties of soap were not utilized until the second century of the Christian era. Magnificent baths the Romans had, but their use of soap is questioned. Older civilizations were no better off in their knowledge of soap. The Orientals probably got their soaps from Europeans. Not until the fourteenth century did the production of soap reach commercial importance—another side light on the "dark ages." Production centered at Marseilles and northern Spain. Cas-

tile became famous for its soaps. If it be true that cleanliness is next to godliness, a census of soap wrappers and laundry receipts would show how far we are on our way to salvation by the lower road. True, residual watermarks on the necks of myriad small boys might offset the gains made by their elders, but bathing is now so usual that it confers no distinction by novelty. The soap wrapper has become more than a scrap of paper—it commands a premium in this world, and it carries some promise of recognition in the next world. Civilization may yet be saved with soap.

PLANNING DAM TO RAISE LAKE LEVEL

A dam on the Albany and Ogoki rivers north of Lake Superior is being planned by a Canadian commission which will raise the level of the water in the Great Lakes by 12 feet. The project, if carried out, will cost approximately \$10,000,000 according to the announcement of F. W. Cowle of the Montreal Harbor Commission. The plan is declared to be feasible.

NEW MEANING IS GIVEN RELIGION

NEW SOCIAL ORDER SEEN

Peace and Good Will, Righteousness and Fair Play Significant, Says Professor; Its Features

"We have suddenly given a new meaning to the term 'Kingdom of God,'" declared Professor John E. Stout, head of the department of religious education at Northwestern university, in a recent address over the radio.

"Whatever else it may mean, it does mean to an increasing number of men and women a special order that is to be achieved in this world in which good will and fair play, and righteousness and peace will prevail," continued the Northwestern educator.

Meaning to Many
 "To many this is the meaning of the social gospel and its function is to bring about this kind of social order. This in turn can be accomplished only by the cooperative effort of men and women who conceive this as the supreme task and who are both willing and able to devote themselves, unreservedly, to it. We have a task then of training for christian citizenship and it is perfectly logical that we should rely upon education as the chief means of doing it. Our conceptions of religion and education are thus mutually reinforced."

Brief Sketch of History
 Professor Stout sketched briefly the history of the recent movement in moral and religious education and pointed out its effect upon the efficiency of the Sunday schools and other educational agencies of the church. "Teacher training is receiving attention everywhere, curricula are being modified and improved, and the time of sessions lengthened. In short, the teaching function of the church is receiving an emphasis unequalled since the days of its early history," said Dr. Stout.

The professor raised questions concerning the permanency of the movement in moral and religious education and of the probable lines of development.

Extend Educational Use
 "Is the extension of the use of the educational method to all the major interests of life permanent? Or, are we going to reverse ourselves and return to the narrow type of education of our fathers? Apparently there is not the slightest chance that we shall do anything of the kind. On the contrary, there is every indication that we shall extend rather than restrict the use of education as a means of promoting both individual and social welfare. And, if so, morals and religion will be given large place in our educational program."

"When we turn to the other cause under consideration we find similar assurance and permanency. It is reasonably sure that we shall put more rather than less emphasis upon the social value and significance of religion. The application of the principles of Jesus is coming to be regarded not only as the great task of the church but of society itself. In the minds of many people the gospel of Jesus is the only hope of our complex, confused and much troubled social order. And that we are going to give it a trial—a long persistent trial, is reasonably certain. The building of this kind of a christian social order is a social task and like other social tasks we will use education as a means."

Broader Development
 "The broad lines of probable development have been indicated or implied in our discussion of evidences of the revival and its causes. Moral and religious instruction will increasingly become an integral part of education. Such instruction will gradually become as universal as education itself. And we shall devote time to it commensurate to the task; trained teachers will be demanded and supplied; buildings and equipment will meet the requirements of an educational program. The churches of the community will be the social agencies employed by the community and will in turn be supported by the community in the performance of their social task. Education will have a finer and larger meaning because of its successes in ministering to the whole of life."

HE WAS A SALESMAN BUT NEEDED ADVICE

Speaking of the resourcefulness and "carry the message to Garcia" type of American salesman, William Butterworth, president of the John Deere company, tells this one:

"A salesman, seeing his prospect sitting disconsolately looking out of the window, asked him:

"What's the matter today?"
 "I promised my wife a Pomeranian, and the best price I can get on one is \$150, and it's too much," was the reply.

"You're right, it's too much," quickly responded the salesman. "I can sell you one for \$75."

"Fine," said the prospect beaming; "when can you make delivery?"

"Just a minute, I'll find out," said the salesman, who rushed out and down to a public telephone booth. Getting his partner on the phone, he said:

"Say, listen, I've just sold a guy here a Pomeranian for \$75. Whatin-hell is a Pomeranian?"

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- 5-day trip—738 miles, including hotels and meals, \$65.
- 7-day trip—959 miles, including hotels, meals and boat trip, \$89.
- 1-day trip—180 miles to Lake Geneva and return, including boat trip, \$7.50.

Illustrated folder with full particulars at any North Shore Line station, or apply F. W. Shappert, Traffic Mgr., 672 W. Adams St., Chicago, Telephone State 3723 or Central 8280.

Motor Coach Routes to Vacation Points

Lake Geneva, Twin Lakes, Powers Lake and surrounding lakes are reached by North Shore motor coaches connecting with North Shore trains at Kenosha.

Antioch, Channel Lake, Pistakee Bay and Fox River resorts are reached by North Shore motor coach routes connecting with North Shore trains at Waukegan.

Other Wisconsin Vacation Points by Rail

Direct connections are made by North Shore trains with the T.M.E.R. & L. trains for Oconomowoc, Nashota Lakes, Nebmabin Lakes, Silver Lake, Delafield, Waukesha Beach, Nagawicka Lake and Pewaukee Lake. Also direct connections with Milwaukee Northern R. R. for Port Washington, Sheboygan, Milwaukee Lake, Cedar Lake, Crystal Lake and intermediate points. Schedules of both roads connect with North Shore trains. Step from your North Shore train in Milwaukee into a T.M.E.R. & L. or Milwaukee Northern train at the North Shore terminal.

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