

weeks, beginning on different days, etc.

The revised calendar has been approved by the League of Nations after exhaustive study and will be the subject of a decisive international conference, in connection with which the various nations have been requested to appoint national committees of inquiry. The originator of the simplified calendar is Dr. Moses B. Cotsworth, an eminent British scientist; the sponsor in the United States is Mr. George Eastman. Briefly described it divides the year into 13 equal months, the additional one falling between June and July and bearing the name Sol, and affixes to the days of the year the same day names forever by introducing an extra Sabbath (the 365th day) on December 29. "In a city of 200,000" Dr. Finegan states, "there are probably 4000 pupils who save six months of regular school work by attending summer sessions. Estimating on a money basis the value of the time conserved by such students, the economic saving to society, taking cities of all sizes in the consideration, runs into huge sums."

FREDERIC W. KEOUGH

LOST OR STRAYED: A SCHOOL MASTER

WHEN a letter signed by J. A. McPherson, "just" a school teacher in Lawton, Michigan, appeared in the newspapers and magazines of the country as an advertisement of the American Tobacco Company, the *Michigan Educational Journal* got busy. The story is told, with due legal formality, in Exhibits A, B, and C.

Exhibit A—The Advertisement

Lawton, Mich.
August 3, 1927.

American Tobacco Co.,
New York.

Gentlemen:

A word of appreciation for your Lucky Strike cigarettes.

On May 29th last, I was operated upon for gastric ulcer and appendicitis. The day after I wanted a smoke real badly and asked my doctor. He advised strongly against it, stating that even a slight cough would "rip me open" and cause additional pain, and if you've had the experience you know that to be so. However, I had a package of "Luckies" in my coat pocket and persuaded my nurse to get them. She did and I smoked eight that day. To make it short I smoked all the two weeks at the hospital with nary a cough or throat irritation or the least discomfort, and by the way, smoking was prohibited at the hospital but nurse kept my door closed and window open so I enjoyed my smokes to the full extent.

I am just a school teacher in a small town and not setting a good example to my pupils because I smoke, I suppose, but there is certainly "pep" in Lucky Strikes.

Sincerely yours,

J. A. MCPHERSON.

Exhibit B—In Which Honest Advertising is Discussed

"First. A doctor had forbidden Mr. McPherson to smoke and McPherson disobeyed his physician. Is that a constructive thought to advertise?"

"Second. Smoking was prohibited in that hospital, but that meant nothing to school teacher McPherson. He believes in slipping things over, regardless of rules.

"Third. Not only did McPherson violate instructions and rules, but he persuaded the nurse to do likewise. She was an honor to the fraternity. She would be a splendid person to leave with a patient if you were hoping the patient would die.

"Fourth. Then Mr. McPherson says, 'I am just a school teacher and I'm not setting a good example to the children, I suppose, but there is certainly plenty of "pep" in your smokes.'

"This last statement is a bold bid to encourage young boys and girls to buy this brand of cigarettes, by a man who admits

that his real duty is to encourage boys and girls to do the things that are decent and respectable. Instead of that, in so many words, he says 'Break the rules—be a sport—cheat. If you want a thing, get it. If you can't get it honestly, get it anyway.'

"There are two lines at the top of the editorial page of the magazine, 'Nation's Business,' which reads:

'If it is not for the public good,
It is not for the good of business.'

"Those two lines represent the thought of America's finest type of business men. They furnish a brilliant inspiration and a splendid working tool to the members of the advertising profession. They should also furnish something in the way of 'food for thought' for the manufacturers of cigarettes."

Exhibit C—A Statement From the Board of Education, Lawton, Michigan

"To correct any misunderstanding which might arise through the address given in this letter, the Board of Education of Lawton, Michigan, wishes the public to know that J. A. McPherson is not, and never has been, a teacher in the public schools of Lawton. Further, J. A. McPherson is not a resident of the Village of Lawton. Further, the Board of Education and the Superintendent of Schools of Lawton are very much opposed to the smoking of cigarets by any member of the faculty."

(Signed) BOARD OF EDUCATION,
Lawton, Michigan.

SCHOOL ROOM HUMOR

HE PREFERRED A FREE SCHOOL

Have you heard of the Scotchman who took his children out of school because the teacher said they had to pay attention?

NOT TAKEN FROM THE "TRANSCRIPT"

The true native of Boston is proud of his city, and when he is far from home he will think kindly of Faneuil Hall and of

the common. In Ohio recently a class in geography was discussing the large cities of this country.

"And now," remarked the teacher, "who can tell me in one sentence what Boston is noted for?"

One little boy's hand shot into the air and moved in furious little circles.

"Well, Lowell, what is it?" asked the teacher.

"I was born there," replied the lad.

CARELESS

Teacher: "What student was so rude as to laugh out loud?"

Student: "I laughed up my sleeve, but there's a hole in the elbow."

BACK

"What is your brother in college?"

"A halfback."

"I mean in studies."

"Oh, in studies he's away back."

PLACED

"I hope they don't give my little boy any nasty nicknames in school."

"Yes, mother, they call me 'Corns'."

"How dreadful! And why do they call you that?"

"'Cause I'm always at the foot of the class."

YES, THE CLASS GOT IT!

This story is told of an absent-minded professor at Drew Theological Seminary. One evening while studying he had need of a bookmark. Seeing nothing else handy, he used his wife's scissors, which lay on the sewing table. A few minutes later the wife wanted the scissors, but a diligent search failed to reveal them.

The next day the professor appeared before his class and opened his book. There lay the scissors. He picked them up and, holding them above his head, shouted:

"Here they are, dear."