

GOOD ROADS

BUILDING MANY NEW TRAILS

To Assist in Construction of Highways
Federal Fund of \$64,533,019 Has
Been Approved.

(Prepared by the United States Department of Agriculture.)

Between 9,000 and 10,000 miles of the marked trails which now crisscross the country from east to west and north to south are to be constructed by federal aid. This amount is composed of 855 projects, which form links in one or the other of the 24 marked trails which have been laid out by private associations.

Every automobilist is familiar with the Dixie highway, the Mohawk trail, the Roosevelt highway, and a score of other marked trails, which are so well built and maintained that driving on them is a joy and comfort. To assist in building these highways a federal fund of \$64,533,019 has been approved by the bureau of public roads of the United States Department of Agriculture up to September 30, 1929.

These trails do not constitute an entirely satisfactory system of transcontinental roads, as officials of the department say their selection in many cases has been influenced too much by such factors as pre-existing conditions, promise of improvement by local communities, pressure of selfish influence, and a desire to touch points of scenic and historical interest.

The extent to which federal aid has been applied to the trails varies in the different states. Naturally the Western states are using much more of their federal apportionments in developing roads of this character than the Eastern states. This is due to the fact that the trails in the Eastern states had already been improved to a large extent before the roads were selected by the pathfinders. This was not true in the West, where long stretches of the selected roads were still in an unimproved condition when they were designated.

Nevada leads in its use of federal funds on roads of this character.



A Trail Through the Mountains in Nevada.

Eighty-three per cent of its entire mileage of approved federal-aid roads lies on one or the other of the trails which cross the state. On these roads Nevada will spend 90 per cent of the federal money which has been granted to her.

DRIVERS CAN ASSIST ROADS

In Going Up Hill, Particularly One Paved With Concrete, Right Side Is Favored.

"Drivers can do as much, almost, for the maintenance of good roads as highway engineers," declares Alfred F. Masury.

"Did you ever notice," asked Mr. Masury, "in going up a hill, particularly one paved with asphaltic concrete, that the surface on the right-hand side of the road is wavy and rough, while that on the left-hand side is smooth?"

"Well, the reason is this: The extra traction required to climb the hill wears and tears the surface, while there is little or no traction down hill."

"Another thing, the right-hand track of the road in either direction is the one which is worn most. This is because of the arched surface of the road which throws the greater weight and strain on the right-hand side of the vehicle and consequently the right-hand side of the roadway. Truck builders and wagon makers have even adjusted their axles and springs so as to withstand the greater strain on the right-hand side of the vehicle."

Prices Must Decrease.

Road materials must go down in price or the hard road building program will be discontinued, according to Gov. Len Small of Illinois.

Poor Roads Cause Loss.

Bad roads keep you from marketing your products when the market is right.

Heavy Trucks Restricted.

Motortrucks heavier than three tons are restricted from travel on first-class roads in British Malaya.

SOMETHING TO THINK ABOUT THE JOB AND THE MAN

By F. A. WALKER.

TELLING IS SELLING

IN THESE days of time-saving devices, money-saving inventions and effort-saving ideas the thinking man finds much to interest him when he hears another thinking man compress a big thought into the fewest possible words.

The literary man has a name for these examples of condensed wisdom. He calls them "epigrams."

"Epigram" is an interesting word. You can spend a useful fifteen minutes studying out in some good dictionary just what it meant in the original Greek and how it came to have an entirely different meaning in English.

One of the most condensed and meaningful phrases I have ever seen written or heard spoken was used by a great editorial writer who boiled down a whole sermon into three words when he said "Repetition is reputation." That is sound, unassailable truth in the fewest possible words.

Alongside that condensation of wisdom I have filed away in my memory the three-word statement that I heard an advertising solicitor use the other day, in convincing a prospective buyer of publicity that advertising would be the best possible investment that he could make.

These were the three words he used: "Telling is selling."

That comes pretty near reducing the statement of what advertising is to the fewest possible words and stating it in the simplest possible way.

To a greater or less degree every human being is an advertiser.

The man or woman who dresses well advertises prosperity.

The man or woman who uses the

proper words in the proper places and shows a broad acquaintance with facts advertises education.

The man with the light step, quick movement, unceasing activity, advertises energy, probably ambition.

You say "I am a good judge of human nature." That is only another way of stating that you are an accurate reader of the personal advertising of individuals.

Every day we unconsciously "tell" ourselves—advertise ourselves—by our actions, by our habits, by our conversation. Everyday we unknowingly succeed in or fail in "selling" ourselves.

If "telling is selling" it is equally true that "over-telling is under-selling." Nobody ever permanently gained anything by wandering from the truth.

Boasting is only a polite name for lying.

Any buyer of men or merchandise would rather be surprised by finding his purchase better than he thought it was than to discover that it failed to come up to what he had a reasonable right to expect.

If you have occasion to talk about yourself tell just what you are.

If you find it necessary to sell yourself do not bargain for more than you can deliver.

"Telling is selling," but the telling must be the truth and the selling must be on the basis of turning over just what you have agreed to—of having the goods test 100 per cent of what they were represented to be.

(Copyright.)

SCHOOL DAYS



The celebrated tree that Old Skinkint Hingebuck hung himself on.

Copyright

THE GIRL ON THE JOB

How to Succeed—How to Get Ahead—How to Make Good

By JESSIE ROBERTS

THE RENT COLLECTOR

RENT collecting is a branch of the real estate work that appeals to many young women who are interested in housing problems, and several such have entered it from settlement work. The landlords find that women make better rent collectors than men, that they get closer to the tenants, and that they promote a better understanding between the parties to the renting business.

Rent collecting is not a mere turning up at the first of the month with the demand for the rent. It is to the interest of the landlord that the houses he owns be properly run and kept up, that undesirable tenants be ejected, and that the right kind get right treatment. Women are good at getting results in these directions. It is usually the woman of the apartment who pays the rent; it is she who has complaints to make or alterations to demand. And she speaks more freely to another woman, and the other woman understands better the usual problems of housekeeping. It works well both ways.

A rent collector is in a position to know more than most persons about vacant apartments, various types of renters, possibilities of development, bargains. There are really fine business opportunities in this line, and women should study them.

"GAY VIENNA" CITY OF MISERY

American Business Man Shocked at Conditions on Revisiting Austrian Capital.

Vienna.—An American business man who has just revisited this city was so surprised at the changes that had taken place in the once gay Austrian capital that he declared that "the panorama of misery" he witnessed here was the greatest shock of his life.

Henry Barna of St. Paul, Minn., visited Vienna ten years ago, when, as he said, there was "great fun" here. Now he has returned and spent about two weeks, long enough, he declares, to know what he is talking about.

"I never dreamed," said Mr. Barna to an American Red Cross representative here, "that Vienna would show such tragic effects of the war. Food is scarce and fuel still more difficult to obtain."

"Why, there isn't a smile, much less a laugh, in that crowd," referring to

Mother's Cook Book

Make yourselves nests of pleasant thoughts, bright fancies, satisfied memories, noble histories, faithful sayings, treasure houses of precious and restful thoughts, which cars cannot disturb, pain not make gloomy, nor poverty take away from us—houses built without hands, for our souls to live in.—John Ruskin.

SIMPLE DESSERTS.

CUSTARDS, in various forms and flavors, rice, tapioca, relatin and fruits are all good desserts for the little people. Fruits are stimulating; milk, eggs, and such combinations are nourishing, and these simple foods, when served in variety, will never become monotonous.

Apricot Charlotte.

Wash one-fourth pound of dried apricots, cover with cold water and soak over night. Cook in the same water until soft, then rub through a sieve. Soak one tablespoonful of gelatin in one-third of a cupful of cold water, add one-third of a cupful of boiling water, the juice of a lemon, one cupful of sugar and the strained apricot. Cool, and when the jelly begins to thicken, beat until light, then add the stiffly beaten whites of three eggs and continue beating until the mixture holds its shape. Chill and serve with whipped cream.

Coconut Custard.

Prepare a custard for cup custards, pour into cups and sprinkle the top of each with a teaspoonful of fresh, grated coconut. Bake in hot water until firm. Chill before serving.

Nellie Maxwell
(©, 1921, Western Newspaper Union.)

HOME BREW GOOD IN SEVERE COLD

Two Popular Anti-Freezing Substances Will Prevent Serious Damage in Winter.

CALCIUM CHLORIDE IS CHEAP

It Should Be Carefully Tested as It Frequently Contains Impurities and Free Acids—Alcohol is Somewhat Expensive.

There are two popular and easily obtained antifreezing substances which when used in proper proportions will prevent the radiator contents from suffering damage during cold weather, according to Ernest Coler in Motor Life. The first of these is calcium chloride, the other alcohol.

Calcium chloride comes in the form of a salt, and is sold under its own name as well as under various proprietary names which usually indicate its freeze-proofing quality. When purchased in the open market calcium chloride is cheapest as well as most uncertain; it should be tested carefully, since it frequently contains impurities and free acids which attack aluminum as well as the metal and solder of radiators. Blue litmus paper, when moistened with a calcium chloride solution containing acids will turn pink. The salt may be neutralized by the addition of soda ash or ammonia until the litmus paper no longer turns pink.

Amount to Use.

The amount of calcium chloride to be used in the cooling system depends on the temperatures likely to be encountered and the capacity of the radiator. Two pounds of calcium chloride added to each gallon of water will keep the mixture from freezing at temperatures not lower than 19 degrees Fahrenheit. Three pounds per gallon will withstand a temperature as low as two and a half degrees Fahrenheit. Four pounds of calcium chloride in each gallon of water will not freeze at 16 degrees below zero.

The calcium chloride should be dissolved in hot water, and care should be exercised that none of the mixture is spilled over the radiator or other parts on which it is apt to leave a somewhat unsightly white deposit.

Whatever it lost of the mixture by evaporation should be replenished from a saturated solution of calcium chloride in water. Such saturated solution is made up by adding the salt to hot water until the liquid refuses to dissolve more of the salt and a layer of undissolved calcium chloride remains at the bottom of the container.

Cleaning Essential.

A point of great importance is to clean the radiator thoroughly before rendering it freeze-proof with calcium chloride solution. This cleaning is perhaps most competently done by one of the radiator cleaning compounds sold by dealers. The cleaning itself serves a twofold purpose. It frees the radiator from accumulated rust, scale and dirt, and incidentally is apt to open tiny leaks which previous to the cleaning were kept closed by dirt. If the cleaning were neglected the calcium chloride solution would open these small leaks in short order, the solution, leaking out, would render the spot unsightly, and a certain chemical action would be set up at the mixture's exit. All this is avoided, however, if the radiator is cleaned out and all leaks are repaired before the cooling system is filled with antifreezing solution.

Denatured alcohol, enjoys well-deserved popularity with motorists who during cold weather render their radiators and engine jackets immune to damage by adding alcohol to the water. The advantages of alcohol are that it does not have any destructive action on rubber connections or on metal, that it will not form deposits of foreign matter and produces no electrolytic effects. The drawbacks of alcohol—if they may be called such—are, that it is somewhat expensive, and that it boils at lower temperatures than water, and must therefore be replenished from time to time.

LOCATING DISORDERS IN ENGINE CYLINDER

Combination Mirror and Lamp Reflects Hidden Parts.

Two Principal Features to Be Considered in Construction of Device Are Flexibility and Illuminating Qualities.

Unfortunately our eyes are not like those of the lobster, mounted on long posts and sticking out of our heads. If they were we should have little trouble seeing into a transmission or engine cylinder. Since we are handicapped by nature's mistake, we must make the best of the situation and use tools or devices to suit the occasion.

Illustrated below is a combination mirror and lamp, which can be used for inspecting the inside of the engine, the transmission, or the differential.

The mirror should not be more than two inches in diameter, the lamp bulb a regular six-volt and operated from the storage battery.

There are two features to be considered in making the device. First, flexibility, and second, illuminating qualities. Obviously the light will be of but little use unless it is mounted on a flexible tube. The ordinary armored cable cover, or flexible metal



With the Combination Mirror and Trouble Lamp You Can Find That Lost Nut or Broken Part.

gasoline hose of small diameter answers the purpose very well. With this sort of a tubing, the light and mirror may be put into almost inaccessible places and conditions inspected.

The second point to be considered is the location of the light bulb. If the bulb is located below the mirror, on the tube, it will shine in the eyes of the operator. The best location is shown, at the top of the mirror, where it can be shielded from the operator's eyes, yet give maximum illumination. —Popular Science Monthly.

AUTOMOBILE PAINTS

Ten years ago the automobile was considered a luxury to be enjoyed only by the rich.

The municipal government of Los Angeles leads all other cities in the United States with a total of 370 official automobiles.

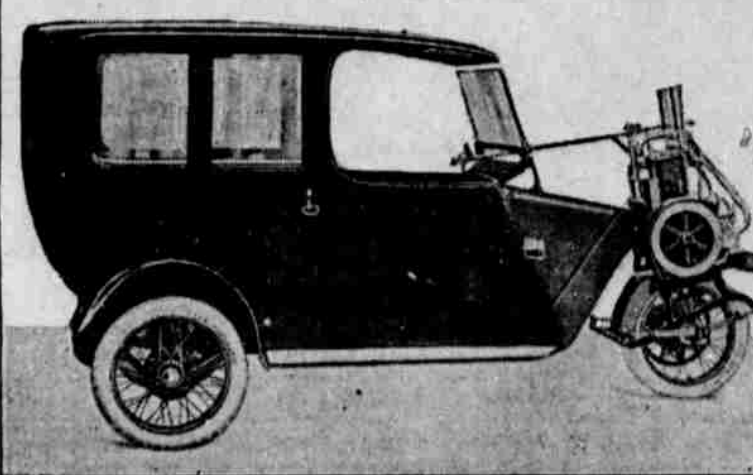
The automobile industry is paying \$143,000,000 annually to the federal government, with state fees of \$64,000,000 and personal property taxes and other fees of \$50,000,000.

A very simple way of cleaning valve stems which are under suspicion of harboring carbon deposits is to inject a little kerosene in the air valve of a carburetor while the engine is running.

In using a grease gun to fill compartments with lubricants, it is a mistake to thrust the nozzle deep into the hole, as this makes the gun hard to operate, and results in a lot of the grease leaking out of the case.

When the car owner allows his rims to become badly rusted, rough particles of the rust and scale act as sandpaper would on the inner tube, and the result is a worn spot and a premature blow.

SOMETHING NEW IN AUTOMOBILES



Here is a car, made in Germany, which the manufacturers expect will revolutionize the automobile industry there. It is a four-passenger car of an entirely new design, having a ten-horse power engine and a maximum speed of 36 miles an hour. The manufacturers claim it will run 27 miles on one gallon of gasoline. It sells for about \$800 in American money at the present rate of exchange.