

PRESIDENT WILSON INSPECTS NEW MOTOR



Equipped with the new Liberty motor, an army truck recently arrived at Washington. The photograph shows President Wilson taking a keen interest in an explanation of the motor's mechanism.

MILITARY AIDED
BY AUTOMOBILES

Real Significance of Motorcar in Transportation Problems of Present Day.

SOLDIERS MUST BE CARRIED

Food and Other Necessities Must Be Transported to Them Without Delay—Conservation of Gasoline Is Important.

H. H. Franklin, president of a large automobile concern, in a recent address before a large number of automobile dealers and owners, pointed out the real significance of the motor car in the transportation problems of today.

"America is at war now in the full sense," stated Mr. Franklin. "and under such conditions come external transportation difficulties incident to efficient military operations. Not only must millions of troops be transported from place to place, but food and other necessities must also be carried to them without delay."

War Needs Are Primary. "Military needs, absolutely and properly, must have preference, and with the railroads taxed to their limit—manufacturers must find some other means of forming a regular and satisfactory contact between themselves and their public."

"This problem is already finding answer in the use of automobiles and motor trucks. Not only are regularly scheduled automobile express lines being opened up between different cities throughout the East, but manufacturers are finding it advisable to furnish their salesmen with automobiles in order that they may not be dependent upon unsatisfactory train service."

"The results in all cases where motor vehicles are being tried are highly satisfactory, and it is quite likely that even after the war is over and conditions have again become normal, that a greater appreciation will be had of the desirability of automobile transportation."

Drive-Away Satisfaction. "For example, the war has brought about with our firm the necessity for insuring that dealers in adjacent territories, or even territory within several hundred miles, come to the factory and drive what cars they order home themselves instead of having them shipped. This has proved very satisfactory, and, as even under normal conditions, several days could be saved, it is quite likely to be continued right along."

"Another important outcome of the war is the greater consideration of the automobile owners are giving to the gasoline their cars consume for each mile they are run. In the past little thought has been given to this question, but now, with our double cost for gasoline, the issue must be faced."

"War requirements alone are over 1,000,000 gallons of gasoline per day, and as the total daily production in the United States is but 6,000,000 gallons, the greatest conservation is necessary in order that a shortage may not occur."

DON'T ABUSE THE SPOTLIGHT

Its Free Use Is Sure to Be Legislated Against Unless Drivers Restrain Themselves.

Don't abuse the privileges a spotlight gives you. This light is wonderfully helpful when properly used, but damnable when misused. Its free use is sure to be legislated against severely unless drivers curb some present propensities. Always carry the spotlight higher than the other lights. Never flash it on a vehicle when it is approaching—it's blinding. Use it to light up the road surface and to define ditches, but never on another car.

PLEASE REMEMBER

To say and to write: Passenger car or motorcar—not "pleasure car."

Runabout or roadster—not "speedster" or "sport car."

And this is the reason: Eighty to 90 per cent of the use of motorcars is for utilitarian ends.

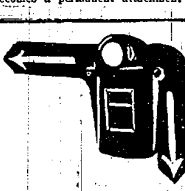
The United States farm loan board has listed the automobile as a necessary farm equipment. For the purchase of which the farmer may borrow money under the board's plan for aiding agriculture. The motorcar is just as necessary equipment for the business man.

The United States fuel administration in its ruling that garages and service stations might use light and heat on the so-called "fuelless" days definitely recognized the motorcar as a public utility.

TURNING CORNERS AT NIGHT

Invention of New Yorker Does Away With Necessity of Wiggling Arm Outside Car.

The autoist who in the daytime might use one arm outside his car to indicate when he is going to stop or turn at night is relieved of this duty when the invention of a New Yorker becomes a permanent attachment of his car.



Lights for Turning Corners.

motor cars. This is a combined light and electric semaphore with two lighted, arrow-shaped hands. According to Electrical Experiment, two buttons are attached to the steering wheel—one to indicate a turn to the right and one to the left. When buttons are pushed the signal is set at night, after the fashion of a railroad signal.

AUTO HELPS TRADE BALANCE

Motor Vehicles Require Little Cargo Space Shipping in Proportion to Their Value.

Importance of maintaining trade relations in motor vehicles with foreign countries was pointed out at a recent meeting of the export committee of the National Automobile Chamber of Commerce. Motor vehicles require little cargo space in proportion to their value and serve to maintain the trade balance and the par value of the dollar in such countries as Chile, whose attractions are required for armament, and Argentina, whose beef and wheat are in great demand by America and her allies.

PREVENT PLAYING WITH HORN

Switch May Be Placed in Circuit and Current Turned Off When Car Is Not Running.

To prevent children, from playing with the horn and thus exhausting the battery, a switch may be placed in service with the horn circuit and the current turned off when the car is stopped. By installing the system so that the horn switch operates in connection with the ignition switch, the latter when turned to "off" position would automatically open the horn circuit. This the horn could only be used when the engine was running.

What the American
Red Cross Is Doing

THE RED CROSS has organized fifty base hospital units, nineteen of which are now seeing service in France. In addition, the nursing personnel has been supplied by the Red Cross.

THE RED CROSS has instituted a relief service for the American lines. The canteen provides coffee, sandwiches and other refreshments to the troops.

THE RED CROSS has opened a scientific campaign against trench fever.

THE RED CROSS has undertaken to provide the entire supply of splints for the American army.

THE RED CROSS will furnish the entire supply of ultra-violet for use in surgical operations.

THE RED CROSS feeds and clothes entire populations in time of need.

THE RED CROSS is caring for 50,000 children in France, 60,000 in Poland.

THE RED CROSS has established movable factories for the manufacture of artificial ice for our soldiers during the summer months.

THE RED CROSS is prepared to care for any American soldier who may return from the war a prey to tuberculosis or malnutrition or blind.

THE RED CROSS will send food parcels to American prisoners in Germany. Each parcel contains meat, butter, sugar, jam, coffee, tea, salt, rice and dried fruit.

The American Red Cross in more than a hundred ways is rendering service here and abroad that saves human lives and maintains the fighting spirit of our allies. The Red Cross must always be financially prepared to deal with the unexpected emergencies arising from war conditions. In these emergencies immediate relief is the only effective relief.

THE RED CROSS is the link between the American people and the American Drednoughts. It is the official agency through which gifts from the people can be made to the Navy.

THE RED CROSS is collecting more than one thousand volunteer nurses—a month, and is training them for work in the field. It sends them to the army fully trained and equipped.

THE RED CROSS has furnished five base hospital units for the navy—physicians, nurses and equipment.

THE RED CROSS will help the families of our enlisted men to maintain their standards of health, education and industry.

THE RED CROSS will supply warm garments, knit cases, necessities for the wounded.

THE RED CROSS will provide sanitary units to keep a sharp eye on the surroundings of the campgrounds so as to ward off possible epidemics.

THE RED CROSS will supply our men when they are prisoners of war with food, soap and cigarettes.

THE RED CROSS is building houses in the cantonments where "rockies" will be provided with comforts and pleasure during convalescence from illness.

THE RED CROSS is constructing a chain of recreation huts in conjunction with the base hospitals. To each hospital it sends each month 300 books, 400 magazines and 2,500 newspapers.

Utility Sweaters With Caps to Match



The sweater, having inspired all sorts of sweaters coats and sport coats for the benefit of those who like to combine smartness with uniformity in dress, has improved its own original conception. In the new models now being manufactured of sweaters pure and simple we discover garments more trim and more carefully planned than in the time-honored old original. Much more attention is given to the details of finishing, and even the utility sweater makes a feature of color.

Any number of gay shades, as bright as field flowers, enliven outdoor backgrounds. Many women knit their own sweaters and greater coats, and these handmade garments are few by comparison with those knitted by machinery. And designers of machine knitted garments have shown themselves amazingly clever in turning out sweaters that are almost replicas of those knitted by hand. They are responsible for the best of new models and the introduction of novel decorative features that make them interesting. Recently they have introduced caps to match—in the case of utility—to be worn in keen autumn days or whenever wind and cold make a hat not practical.

In the picture, at the left, a sweater coat is shown in a light color bordered with white. The range of colors includes turquoise, ecru, rose, citrine, gold, emerald, amethyst, and clear glass. Novel shades that have come to be recognized as sweater shades. The picture tells the story of this model in every detail, simple and effective design, attractive color combination with substantial wearing qualities and comfort.

At the right a model in dark blue with white stripes is of the slip-over variety. Its collar and cuffs are striped with white and it is adorably trim and youthful.

Julie Potbury

Ultra Smart Room. An ultra smart living room has an extra longavenport with long, loose seat cushions, two bolster-shaped end pillows and three long upright back pillows, as well as the frame upholstery, all done in heavy brown satin. At either end of this stands a small lamp table. There are three chairs, one black leather, with an emerald bordered panel and seat and one wicker-framed armchair, upholstered in tapestry. The other furnishings are a lacquered chest, a window seat, a framed picture and a table, covered with fringed lamprequis.

Waxing Linoleum. After waxing linoleum, which will prevent waxing it on at intervals, just as you would polish a hardwood floor. About once a week wipe with clear water and a clean cloth and, about once in two weeks apply the floor wax. Leave it to dry about twenty minutes, then polish with a dry, soft cloth. The wax will brighten the linoleum and help to resist wear.

Woman to Award Pensions. Young women of good education and high purpose are urged in an appeal from the British minister of labor to volunteer in the work of awarding pensions to disabled soldiers from the battlefields in France.

Our Part in Feeding the Nation

(Special Information Service, United States Department of Agriculture)

EXPLAINING ONE FARM PROBLEM



The County Agent is Telling His Farm and City Listeners the Importance of Good Seed Corn and How to Select It.

COUNTY AGENT
BECOMES LEADER

Has Come to Act as Clearing House of Co-Operation Between City and Country.

CAN DIRECT WHERE NEEDED

None of His Time Can Be Devoted to Work That Does Not Concern Agricultural Development—Likely to Be Busy Man.

The growth and the strengthening of the county agent system has resulted in almost all cases in the county agents coming to be recognized as the agricultural leaders in their counties according to reports to the United States department of agriculture.

Help for City and Country.

The county agent has come to act as the clearing house of co-operation. He is available to both the city man and the country man and can transmit from one to the other requests for help and offers of help. He can direct, to places where it is needed, farm labor offered; he can assist farmers in their problem of co-operative marketing; he can inform chambers of commerce, county councils of defense, merchants' associations and other urban bodies of the problems before the farmers in his county; in general he is in a position to act as the medium through which the town will meet the needs of the country and the country will meet the needs of the town.

And Concentrate Efforts.

Every county agent is required to know and observe that his services belong to all the people in his county, but it is evident that none of his time can be given to work that does not concern agricultural development. He is placed in the county to stimulate good farming. Therefore, he must confine himself to work on definite problems affecting farmers. It is necessary for him to utilize the aid of community organizations to the fullest extent possible. It is within his duties to impress upon the town people how vital their interest and help is to the farmer.

In the war emergency the county agents are not only representing the agricultural colleges and the department of agriculture, but are assisting in the food administration, the treasury department, the war department, the navy department, the department of justice and the department of labor.

Help in Direct War Work.

They have added in addition to their regular activities, in such work as food surveys, seed surveys, feed distribution, obtaining credit for farmers, selling Liberty bonds, eradication of live-stock diseases, surveys of livestock diseases, surveys of insect pests and campaigns for their destruction, marketing farm products, preferential of priority shipments by railroads of farm products and all farm supplies, and the dissemination of information given out by the war department, the council of national defense and the committee on public information regarding the war and other matters affecting the national policy and war conditions.

It can be seen that the county agent is likely to be a very busy man.

In Food Production Army. More than 6,000 men and women—3,100 June 1—are carrying to every community in the United States the food production and food-conserving knowledge that has been tested by

federal specialists. They are extension workers of the United States department of agriculture and the state colleges.

The number now at work represents an increase of more than 4,000 over those at work July 1, 1917. About 600 emergency agents over the country working in May, 1918, were at work in June, 1918.

This is the strength of this division of the food production forces:

	Regular	Emergency	Total
County agent work	1,055	2,125	3,180
Home demonstration			
Boys and girls' club	47	1,580	1,627
Work	153	551	704
Total	1,255	4,256	5,511

RED CROSS PIG CLUB

The county agent in Carroll county, Mississippi, started out last winter to combine pork production and Red Cross work. He tried to get 2,500 people each to raise one pig to be known as a Red Cross pig. Instead of 2,500 members, he got 3,000 in a county that has only 1,500 voters. In September the club members are to send 3,000 hogs to the St. Louis market. This will mean a contribution estimated at \$10,000 to the Red Cross, in addition to the pork for the country and more money for Carroll county. A \$25 registered pig is given each month as a prize to the member whose pig has made the greatest gain.

Aid Farmers.

When a business concern wants to borrow money it makes a business statement showing the inventory or money invested at the beginning and end of the year—the money taken in during the year, the expenses and the profits. With this statement a banker knows whether or not it is safe to loan money to this company—in other words, whether the company has a good chance of securing profitable returns from a further investment in their business. A company with a good business, as shown by a statement, usually has good credit and can borrow money cheaply.

There are many farmers in this country who keep records of what they have on hand at the beginning and end of the year and of what they take in and what they spend. These men can borrow money more easily and cheaply than most farmers because they have the figures to show the banker.

But before a farmer borrows any money he should have very clearly in mind what he wants to use it for, and be very sure that in the end it will pay him to borrow.

Rice in the United States.

During the last two years the production of rice in this country has been at its maximum between 36,000,000 and 40,000,000 bushels or, roughly, one and one-half billion pounds. So far as climate and soil are concerned, the rice acreage in the United States might be increased many fold, according to the United States department of agriculture, since in the states of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arizona and California, as well as in small areas in Missouri, millions of acres are adapted to the cultivation of this crop, while less than one million acres are being raised. The country's rice supply is now occupied by rice. One of the quickest ways of increasing the crop, the federal specialists say, is to expand the acreage in the areas where "wheat" and "cotton" are presently grown.