

NEW WORLD'S RECORD IN ENDURANCE RUN



Fred C. Smith, noted long-distance auto driver, established a new world's endurance record by driving his car for 104 continuous hours in low gear, being handcuffed to the wheel at the start of his record-breaking trip by Chief of Police Rolla C. Prater. The photograph shows Smith after the trip.

CARE OF TIRES VERY IMPORTANT

Pressures Maintained Must Conform to Loads Carried.

In the course of tire development, the experiments have proven that among the most important factors in the "proper" treatment of tires is the adjustment of the ratio between the air pressure of the tire and the load to be carried. Engineers have made long and comprehensive studies of the proper amount of air to be used with certain loads. The life of the tires is actually lengthened and the service given is improved if these observations of the engineers are regarded.

Overloading Is a Fault.

Overloading is a common fault and the disregard for careful adjustment of air pressure in the tires caused all sorts of tire troubles, which are not attributable to the construction of the tire but to their use. The engineers and chemists are at work constantly improving the materials from which tires are made and the machinery for their production but all of the principles back of the construction of the tire are based on maintaining an air pressure commensurate with the load to be carried and the design of the tire.

If the loads are increased the air pressure must be made to conform otherwise there is an insufficient amount of air in the tires for the load carried and this produces unnatural inflation which causes an unnatural wear on the tires. If the load is too light for the air pressure carried there is not the resiliency or buoyancy to the tires that there should be. This is particularly true of balloon tires in which the variation of the air pressure is a matter to be most carefully attended.

Engine Improves.

Tires like the motor of the automobile respond to good treatment and the good motorist is the one who will heed the best advice as to the care of the engine. He will use his automobile for years and the engine will actually improve in his hands while in the hands of the poor motorist the engine will develop a multitude of troubles. So it is with tires. Proper care actually will give maximum mileage. Considering that the tires carry the load of the car and the contents, as well as protecting the whole mechanism of the car against the road blows, there are no more important elements in the operation of the car than proper tire adjustment, inflation and load.

Denatured Alcohol as Anti-Freeze Solution

Denatured alcohol is best to use in the radiator when the temperature gets down to the freezing point, the amount depending on the climate in which the car is operated. The use of powerful chemicals, while sometimes cheaper in first cost, is very likely to cause damage later, costing more in repair bills than the amount saved, as they attack the metal system and rubber hose connections. In order to guard against loss of solution make sure that all water connections are tight before adding alcohol. If the above precautions are followed there will be no danger of freezing to a car that is used regularly. However, if a car is to be laid up the cooling system should be drained.

Fix Rope for Towing

No one cares to think much about being towed home, but not to make a bad matter worse, some thought should be given to this subject. In attaching the rope which is to be used in the towing, many drivers fasten it to the axle, which is wrong. The rope should be fastened to one of the front portions of the frame, so that the pull comes on the chassis. The same thing applies to the car doing the towing, except that the rope should be fastened to some part of the rear frame.

Courtesy on Road a Joy to Touring Nowadays

One of the big pleasures of modern motoring lies in the fact that whether the trip is for 100 miles or 1,000 the motorist has every reason to feel sure that he will finish his journey without having to climb out of his car to undertake the disagreeable job of making repairs on the road.

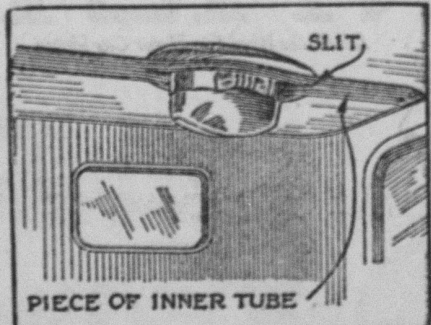
But now and then some mishap occurs, and a courtesy of the road that all motorists can extend with little inconvenience to themselves is an offer of help to a fellow motorist whose car has become stranded. Such an offer is particularly timely if the scene of the mishap is some point whose remoteness from a garage would make it difficult to get assistance.

Even the most careful owners are caught unawares at times and find themselves far from home and minus some tool that is essential to making a repair. For instance not so long ago a man who prides himself on his equipment got a puncture on a lonely country road.

He felt he had no cause for worry, for locked on the lack of his car were two new tires ready for such an emergency. But when he went to get one of these tires he could not find the key to the lock. He was just getting ready to wreck the lock when a car drew up with an offer of assistance. It happened that the good Samaritan had a key that opened the lock, and put an end to the difficulty.

Simple Holder for Hats Convenient at Any Time

Even in cool weather there are times when the occupants of a closed car desire to go without hats. This is particularly true during stormy weather when it is necessary to keep all windows closed. A simple holder that will keep any type of hat out of the way is shown in the illustration. A strip cut from an old inner tube is



A strip cut from an inner tube can be made into a good hat holder as shown above. It will hold any type of hat without crushing it.

fastened to the top after a long slit has been cut down the center. There should be just enough tension to hold the hat in place without crushing. If desired, the hat holder can be stretched crosswise instead of lengthwise and two or more strips used instead of one, or it can be located on a side panel instead of the top.—Popular Science Monthly.

AUTOMOBILE NOTES

The brighter the Sunday the darker the automobile accident record.

Over 76 per cent of all motor cars sold in America are sold on the deferred payment plan.

Sociologists notes the disappearance of the old-fashioned tramp. The hitchhiker has taken his place.

Scientists have produced more permanent finish for cars, but nothing yet invented beats a locomotive.

Maryland has more pleasure automobiles than telephones, with 250,000 automobiles as compared with 192,350 phones.

Don't dodge responsibility. When a bee comes under the windshield, stop the car yourself instead of trusting to a telephone pole.

This year's automobile death rate shows an increase over the 1926 rate, and judging from the lack of stock, or even surprise, with which the news is received, it is rather to be inferred that people were expecting it.

French Designers Plan for Utility

Frocks for All-Around Wear Are Shown in Blacks and Dark Colors.

Just as Paris, when she is designing frocks, has to consider not only materials and lines suitable for the different social demands of the season, but must also study those lines and materials in relation to the inevitable wrap that is to cover them, so must the woman shopper choose for herself gowns that are not too heavy in weight, too bulky in design nor too discordant in color with the coat she intends to wear over them. Having taken thought of these very essential restrictions, she is then ready to go on to the further limiting qualifications of what best meets her individual social needs.

Certain it is, writes a Paris fashion correspondent in the New York Times, that every woman must base her wardrobe on various day-in-and-day-out frocks for general utility wear, and for these no material is more sensible than crepe satin in black or a dark color. Chanel specializes on a fundamental design eminently practical in its simplicity and smartness for this type of frock. Its waist is slightly bloused at the low waistline and the skirt is rather tight about the hips, though flaring below into a graceful fullness most pronounced at the left side. The flare is used with the aid of many narrow-flared gores or through the use of a shallow, circular flounce mounting in depth at the left. These little frocks always have narrow belts of self-material. It is fastened with a square buckle set in large, colored stones. The same stones are repeated in a double-headed pin thrust through the crossed, loose ends of the narrow band that outlines the V neck. Naturally, the sleeves are long and fitted.

The new printed, transparent velvets, because of their resemblance to heavy foulards, have an air of informality never before associated with this rich material, so that it is not at all incongruous to consider printed velvet in a navy and gold checked design for a utility frock. Philippe et Gaston have made it very smartly into a plain belted dress with godets set into the front of the skirt for movement. It depends for novelty on the inch-wide strap of metal gold mesh like that in mesh bags, which forms the belt, encircles the wrists of the fitted sleeves and outlines the square neck. A clamped end dangles from the buckle at the left corner.

Practically every Paris designer this season has tried his hand at incorporating into a frock certain shaded cross stripes made by sprinkling the surface closely with coarse beads grading down in color from dark gray to white, then dark gray to white again, thus forming stripes. Drecoil uses this trimming idea on a useful jumper suit of smoke gray crepe de chine, the horizontal stripes put on in a wavy outline and the jumper belted in a beaded cording. The skirt of smoked crepe de chine was simply box-plaited.

Gown of Plaid Velvet Is Popular for Season



One of the newest and prettiest of the gowns for fall and winter wear is carried out in plaid velvet, with collar, cuffs and plastron effect of solid color. The strap belt and the rounded line at the waist afford a novel effect that is very striking.

Fullness of Dress

The evening dresses shall have fullness, according to the dictum of the fashionable designers. In order to procure full dresses for slim figures, therefore, they have turned to moire silk and this material promises to be very popular for evening dresses this winter. The favored colors are red, blue, green and brown.

Coat of Silver Muskrat for Snappy Winter Days



Silver muskrat is one of the favorite furs used for winter coats that will be in evidence again this season. The model was posed by a prominent motion picture player.

Clos-Fitting Effect Noted in Winter Hats

The present aspiration of the millinery creator is to make snuffers, not hats, and, dressed up in one of the late autumnal crowns without any brim, we take on the look of one of grandmother's brass candlesticks with its little peak of brass for the top, says a fashion writer in the Philadelphia Public Ledger.

Having noted the eclipse of the hairline and of the one eyebrow, let us review the various shapes that lend lustre to the millinery season. First of all, there's the skullcap. This was worn all last winter and throughout the summer by some of the very smartest women. That makes no difference. It's going to be worn some more. Of course, there is danger of its becoming too popular; of its becoming, in fact, the numbskull cap. Still, for a few months at least, we're going to have it in our midst.

Now, exactly what are the demands made upon one by this type of millinery? Well, first of all, youth. There are, of course, some middle-aged women—those who are slender and who have irreproachable or at least distinguished profiles—that come off very well from the ordeal. But as a rule, the skullcap is most becoming to the teens and twenties.

Perhaps one of the most flattering hats that can be chosen by the woman who is no longer in the first bloom of youth is the cloche. This does not, of course, belong to the season's great triumvirate, which is composed of the skullcap, the cut brim, and the draped toque. Nevertheless, it is a work, and Rose Descart, who is a perfect genius with the cloche, has some charming fall versions jammed down over one eye in the correct new manner. For example, she has designed a gray felt hat encircled by a band of black satin ribbon which is inset at the front with a motif of alternate embroidery and creases. This model is, by the way, endowed with a brim wider at the back than at the front.

Adorn Tulle Frocks With Frills, Ribbons, Posies

The frosty, airy beauty of tulle is brought out in a number of chic evening dresses. This is one of two types of dance frock that is especially attractive for dancing. The other is a softly clinging gown of chiffon or georgette.

Tulle is used in this season's models in frills made of double folds thickly gathered and sewn in overlapping rows from belt to hem. The foundation skirt itself is cut with a flare which gives an extremely bouffant effect with the tulle ruffles. The bodice of a frock of this sort is always quite simple, with a quaint little ruching to finish the décolleté neck and armhole, or a flounce added to form a berth across the top. Usually, as in the Groult designs, a large bow of satin or—this season—velvet ribbon or a garniture of flowers is added at one side of the waistline. No conception of dress for dancing has ever been presented that has the youthful beauty of these tulle frocks, with their frills, ribbons and posies.

"Bridge" Dress One of Paris' Fashion Ideas

Afternoon dresses, which Paris seems determined to revive in place of sports clothes, are often called bridge dresses this season.

The most usual form is a long sleeved, conservative dress of silk, lace or velvet. Often it is black and occasionally there is a loose, long sleeved jacket which can be slipped off when it is time to appear in dinner costume. Underneath is a simple sleeveless dress of clever cut.

There they are—little chaps who hope they'll "make" the eleven in college days. Let them play and then drink Monarch Cocoa and eat Monarch Teenie Weenie Wheat Hearts Toasted.

EVERY genuine Monarch package bears the Lion Head, the oldest trademark in the United States covering a complete line of the world's finest food products—Coffee, Tea, Cocoa, Catsup, Pickles, Peanut Butter, Canned Fruits and Vegetables, and other superior table specialties.

REID, MURDOCH & CO. Established 1853
Chicago Pittsburgh Boston New York
Jacksonville Tampa Los Angeles

MONARCH
Quality for 70 Years

See Possibility of Tapping Earth's Heat

The possibility of putting down boreholes four or five miles apart over most of the land areas of the globe to utilize the earth's internal heat for man's purposes was discussed in a paper read to the engineering section of the British association by J. L. Hodgson, a civil engineer. Mr. Hodgson said the heat stored in the hot rocks of the earth's interior was immense—at least 30,000,000 times the heat reserves in the world's coal supply. Only the heat available down to a depth of, say, 30 miles under the land areas was likely to be of interest to engineers during the next few hundred years, but even this was ten times the heat contained in the world's coal reserves, and, if it could be used, would provide the heat required by mankind for many thousands of years. He declared that exploitation of this heat seemed to be on the border line of practicality.

Exterminating Coyotes

Nebraska farmers are raiding coyote dens with wolf hounds to kill off the puppies. The numerous spring crop if allowed to mature would result in a great loss of chickens, turkeys, and young stock. As many as 12 pups have been found in a den. And the dens are not hard to find because of the presence of chicken and rabbit bones at the entrances.—Capper's Weekly.

Keep Your Butter Uniform and Hold Your Customers

Don't wait for your customers to complain about the variable color of your butter. Keep your butter that golden June color everybody likes by putting a few drops of Dandelion Butter Color into the churn. It is purely vegetable, wholesome and absolutely tasteless. It meets all State and National Food laws. All large creameries have used Dandelion Butter Color for years. It does not color or buttermilk. You can get the large bottles for 35c from all drug or grocery stores.

Send for FREE Sample

Wells & Richardson Co., Inc.
Burlington, Vermont

KIDNEY Treatment

KOLO-SOL TABLETS. Write for Free Booklet
Buchanan, Box 363, Mad. Sq. Station, New York

FORMULAS 20c EA. (Coins) Face Bleach
Whitens and beautifies; hair dyeing; radium.
Inc. E. Leona, Box 272, Haverhill, Pa.

Oil and Gas. Buy Now. For leases and royalties in the great oil fields of Texas. For price list and description write W. H. Gaither, Schneider Hotel, Tampa, Texas.

Too Newfangled

Book Salesman—I want to sell you an encyclopedia, sir.
Farmer—Nothing doing; walkin's good enough for me.—Passing Show.

Are those who complain of jealousy, always sure they haven't given cause for it?

Demand

BAYER

ASPIRIN

SAY "BAYER ASPIRIN"—Genuine

Unless you see the "Bayer Cross" on tablets, you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians over 25 years for

Colds Headache Neuritis Lumbago
Pain Neuralgia Toothache Rheumatism

DOES NOT AFFECT THE HEART

Safe

Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Monocetatechloride of Salicylicacid

BARE TO HAIR

If you want to grow hair on your bald head, save the hair you have, stop falling hair, dandruff, etc., write for literature and information.

W. H. FORST, Mfg. - Scottsdale, Penna.