



The Traffic Officer

If every car owner used Champion Spark Plugs there would be fewer traffic jams due to cars stalling.

Champion is the better spark plug because it has an exclusive sillimanite insulator specially treated to withstand the much higher temperatures of the modern high-compression engine. Also a new patented solid copper gasket-seal that remains absolutely gas-tight under high compression. Special analysis electrodes which assure a fixed spark-gap under all driving conditions.



CHAMPION Spark Plugs

Dependable for Every Engine

Riddled, riddled, rollicks,
I used to go on frolics
Until lumbago tied me down,
And made me moan and
hang around.
Thrilled, thrilled, throttle,
I bought myself a bottle
Of SALICON.
And thereupon
I frolicked, for my pain was
gone.

SALICON tablets are an efficient and safe remedy for aches and pains of all kinds and are commonly prescribed by physicians. They do not affect the heart nor upset the stomach.

ASTHMA
DR. J. D. KELLOGG'S ASTHMA REMEDY
for the prompt relief of Asthma
and Hay Fever. Ask your drug-
gist for it. 25 cents and one dol-
lar. Write for FREE SAMPLE.
Northrop & Lyman Co., Inc., Buffalo, N.Y.

**Dr. J. D. KELLOGG'S
ASTHMA REMEDY**

His Wish Fulfilled

When William C. Brunner, seventy-one, of San Francisco, for many years oriental agent for the old Pacific Mail Steamship company, knew he had but a short time to live he prayed that he might last long enough to see a history of Pacific coast shipping published. One day recently James King Steele, of the Nippon Yusen Kaisha, just back from New York, brought word that a large publishing house would print the volume. "I can die happy," said Brunner. Two hours later he was dead.

A Dispute

Some argue that women dress for other women. We don't believe a word of it. They wouldn't dress the way they do if there were no men around.—Toledo Blade.

Slices

Says—Golfing is pie for me. Which—I notice you always get plenty of slices.—Vancouver Province.

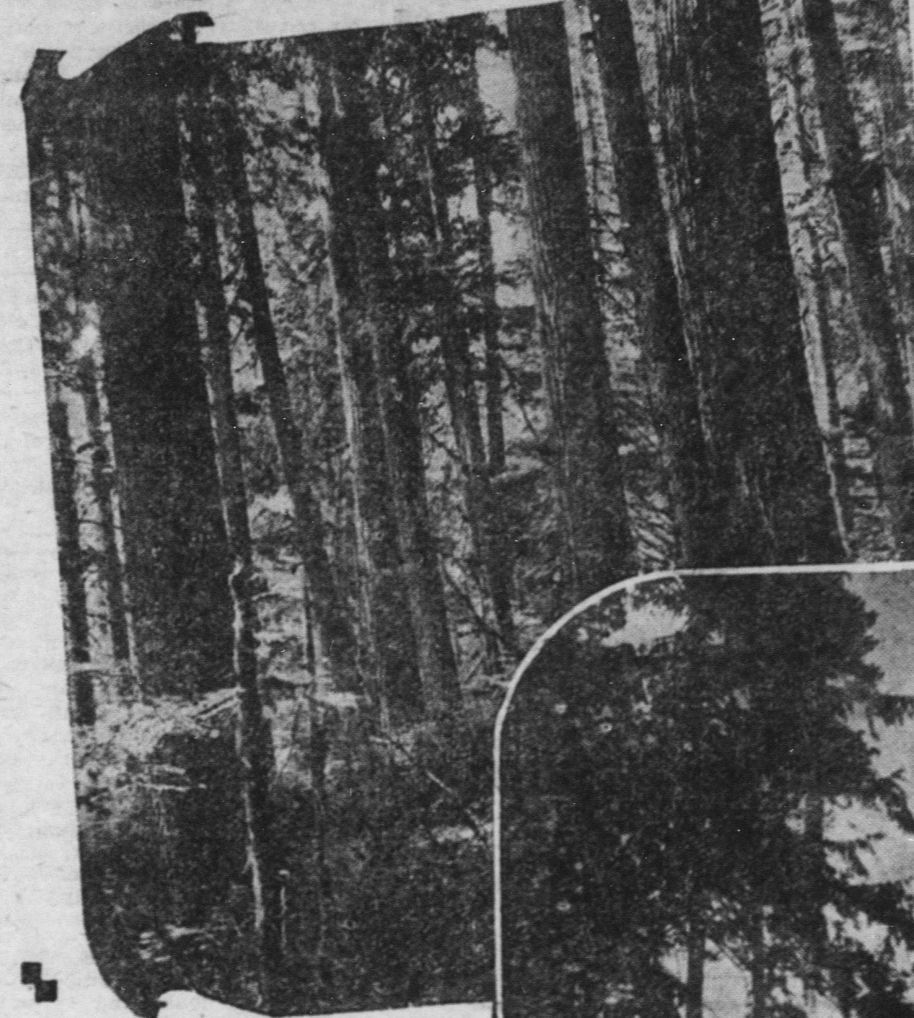


MOST people know this absolute antidote for pain, but are you careful to say Bayer when you buy it? And do you always give a glance to see Bayer on the box—and the word *genuine* printed in red? It isn't the genuine Bayer Aspirin without it! A drugstore always has Bayer, with the proven directions tucked in every box:



Aspirin is the trade mark of Bayer Manufacture of Monacopolitester of Salicylic acid

Fight the Fire Demon!



BEFORE THE FIRE DEMON COMES

By ELMO SCOTT WATSON
THE week of October 1 to 7 is Fire Prevention week. During those seven days the people of the United States are to be given every opportunity to learn from various organizations, both public and private, how best to resist the ravages of the greatest single enemy of prosperity and progress, the Fire Demon, which every year destroys more than \$500,000,000 worth of American property.

The fight against this menace, as exemplified in Fire Prevention week, is a nation-wide affair and it is the concern of all American citizens, whether they be city or country dwellers. More than that, it involves a national problem, the ramifications of which are far-reaching and vitally important to our whole economic system. Fire Prevention week comes at the height of the forest fire season and when one considers the appalling damage done each year by woodland blazes, it is evident that the prevention of forest fires is one of the major projects in the observance of Fire Prevention week. During the year 1923 there were no fewer than 91,000 fires with a financial loss of more than \$26,000,000. The record since then is not much better, inasmuch as government estimates place the loss at an average of \$100,000 a day.

How that loss can be reduced is indicated by the fact that 72 per cent of the fires in 1923 were caused by man, 12 per cent by lightning and 16 per cent were of undetermined origin. Criminally careless smokers, who dropped matches or cigar or cigarette stubs without extinguishing them, were responsible for 16 per cent of those fires and sparks falling from engines of railroads caused 13 per cent. Due to the efficiency of our national forestry service with its air plane patrols and other means of spotting and checking fires in our national forests before they get a good start, the inexcusable carelessness of campers is somewhat counterbalanced so that the ravages of the Fire Demon in the nation's preserves are reduced to a minimum.

But this does not prevent a huge annual loss caused by fires on privately owned lands. In the state of Pennsylvania this year four times as many forest fires have occurred on privately owned lands as on public preserves and the burned area has been 40 times as great. The principal cause is the inexperience of those who attempt to burn brush on private land. The flames get beyond their control and spread to both private and public lands for the Fire Demon is no respecter of land titles. In the Southern states this problem has become so acute that the American Forestry association has launched a \$150,000 educational campaign to prevent such fires in the states of Georgia, Florida and Mississippi.

In no section of the country," declares O. M. Butler, executive secretary of the association, "are forest fires so currently widespread and so detrimental to forest regeneration as in the south. The seriousness of the situation is reflected in the fact that 80 per cent of all forest fires reported in the United States during the past ten years have occurred in the southern states. More than one-third of the entire pine area embracing millions of acres has been so completely lumbered and so repeatedly devastated by fire that it lies idle and non-productive. In addition, forest fires are wiping out the game and wild life over vast areas throughout the South.

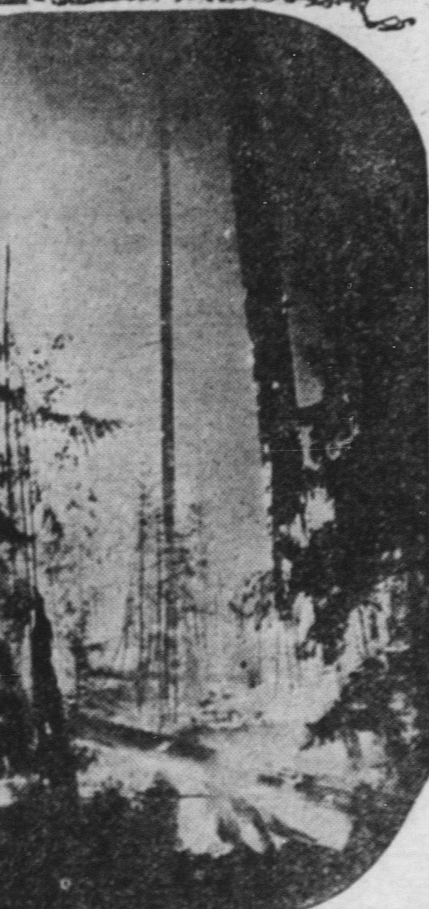
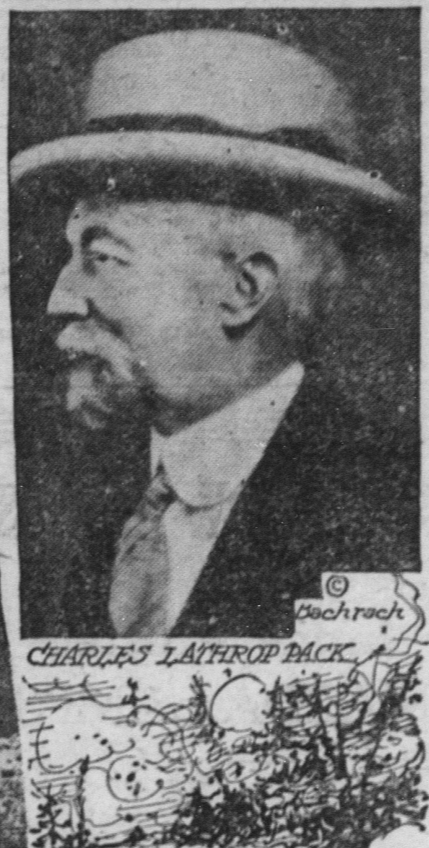
"Woods burning arising from a traditional custom of great numbers of rural people, ignorant of the social and economic benefits of forests, places a tremendous handicap upon efforts to renew forests on millions of acres. To stop these fires and to make the growing of forests a safe undertaking is the great and immediate problem of forestry in the South."

The menace which the observance of Fire Prevention week attempts to combat is of importance in both city and country in this way: Forest fires reduce the amount of available forest products and city fires at once cause a new call for more forest products. Thus the ravages of the Fire Demon immediately become a part of our vast economic system and a part of a national problem. Further light on that national problem and an attempt at its solution is given by a recent statement of Charles Lathrop Pack, president of the American Tree association, who for years has been the foremost exponent of a forestry policy which shall not only preserve our fast dwindling timber supply but guarantee an adequate supply for our future needs. In this statement Mr. Pack says:

With one-twelfth of the world's people North America uses about one-half of all the timber consumed in the world. That is the economic situation this country must solve sooner or later. Estimates show the population of the United States to be increasing at the rate of a million a year. This means a population of about two hundred million in the year 2000.

Railroads use about 13,000,000 new wood ties every year. There are about 3,000 to the mile. Something like 5,000,000 trees are cut annually for telegraph and telephone wires; we use 500,000,000 fence posts every year. Millions of feet of pulpwood are used every year to keep the newspapers of the country providing you with the news of the day. About two-thirds of the population uses wood for fuel. A greater amount goes to this than for any other purpose. There are eighty-one million acres of idle land in this country all of which should be put to work growing trees.

The passage of the important Me-



THE DEMON'S MERRY BREATH

Sweeney-McNary bill during the late hours of congress marks for the first time a national effort to provide for a scientific program of forestry study through a long period of years. We need this research because our foresters have really no answer to many questions.

Co-operation is becoming the key-word in forestry today. Under the Clarke-McNary law co-operative forestry has made progress. This law itself provides a powerful impetus toward bringing together the state and federal government and the private landowner in a joint effort to promote forestry. It is just making a beginning in providing for adequate protection against forest fires. It is studying the perplexing problem of forestry taxation under a committee headed by Professor Fairchild of Yale. It is supplying farmers, under certain conditions, with small trees to plant on their idle lands and it is advising farmers as to the best way to handle their woodlands.

All this has not come a day too soon. We are a rapidly growing nation. An increase in population means an increasing need for wood and the census bureau tells us that this country is increasing at the rate of one million inhabitants a year. This means a population of 150,000,000 in 1953 and about 200,000,000 in the year 2000. Over against this is the stern fact that although our population may increase, the amount of land in the country available for growing trees is rapidly decreasing while the waste areas are growing larger. It is not unlikely that in 1950, at the present rate, we may have an area of idle land larger than New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia and all the New England states.

How, in the face of all this wastage, shall we satisfy the wood needs of those hundred and fifty million people the census bureau tells us we will have? We still fall far short of providing for the future productiveness of the 240,000,000 acres of forest land that is in industrial ownership.

In the life of a tree the year 2000 is not very far away. Indeed, in our own shorter human lives that date is not so far distant that we need disregard it. Time goes hurrying by. There are children in our schools today who will write that date. Today is not a day too early for us to be thinking of the welfare of those who come after us. For a shortage in our wood supply is in no way comparable to a shortage in our supply of cotton and wheat.

These may be grown in a few months, but our great timber crop—on whose existence our civilization today is based—requires many years to reach maturity. Whether or not the year 2000 is to be blessed with a supply of reasonably priced timber must be decided within the decade. We cannot always reap without sowing. We must grow trees for our growing nation.

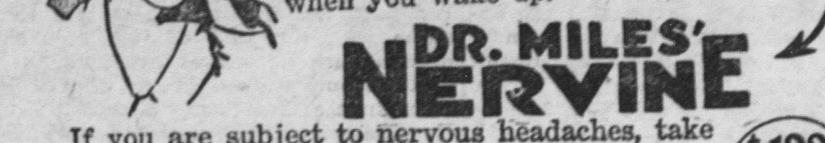
Believed of heavy taxes until its maturity and marketing, at which time it should contribute its portion of public revenues.—Atlanta, (Ga.) Journal.

Bugs Boost Lumber Cost

Insects and diseases directly affect the price of lumber, for they cut down the supply by tens of thousands of trees every year, says the Forestry Primer of the American Tree association. The trees, like children, must be kept in good health.

NERVOUS HEADACHE

Next time you have a nervous headache try this—
Two teaspoonfuls of Dr. Miles' Nervine.
If you can get a few minutes sleep, the headache is pretty sure to be gone when you wake up.



DR. MILES' NERVINE
If you are subject to nervous headaches, take Dr. Miles' Nervine as directed.
Dr. Miles' Nervine is recommended for Nervousness, Sleeplessness, Neuralgia, Nervous Dyspepsia, Nervous Headache, Neurasthenia
We'll send a generous sample for 5c in stamps.
Dr. Miles Medical Company, Elkhart, Ind.

Flamboyant Patriotism Too Often Made Cover for Governmental Misbehavior

By PROF. DAVID S. MUSSEY, Columbia University.

WHITENING national heroes and wrongs of the past to conceal the political rapine and thievery of the present is no way to teach American history to students who have intellects of their own. Too many are using flamboyant patriotism to hide their questionable behavior in government office. Hero worship is being used to divert the American people from genuine patriotism.

I am not worrying about what anyone is thinking of George Washington. Rather, I am concerned with what Washington would think of our people of power today—of the thieves, self-seekers and rascals who have in office. We can't begin to atone for our present-day evils by emphasizing the virtues of our forefathers.

If Washington had been given his choice do you think he would ask that his statue be erected in every public gathering place and building where our national leaders may kneel in adoration before entering their offices to rob the country of millions of dollars?

If we recognized the enormity of our debt to other nations, there would be no nation or flag in the world that we disliked. Aesthetically our flag is not the most beautiful in the world. It is what we read into it that counts. The country right or wrong attitude should not be cherished, but rather we should cherish the conception of a patriotism that demands a right country.

The present educational system seems to have for its object the training of the student to sell some one something he does not want, and not to become a more efficient producer.

Flowing Water Has Become the Most Valuable Servant of Mankind

By F. H. COLLIER, St. Louis Journalist.

Every considerable stream in America is being dammed; and soon we shall burn little except waterfalls for heat or power. Here, truly, is something that is inexhaustible; "so long as grass grows and water runs," the medieval synonym of perpetuity.

The heating of houses on a large scale by an electrical current is near; and then the triumph of domestic life is realized—pressing a button to make the room warm. Verily, man is monarch and electricity is his servant. Flowing water is its father and a dam is its dam.

Strange, that though simple hydraulics were known to mankind thousands of years ago, that science should now be developed so far beyond its early beginnings. The primary elements are the source of all our strength, fire, water, air and earth. Every century new powers are found in them.

Discoveries are made that seem like necromancy. We may feel that we do not fathom the poet's mind; nor do we, that profit by the inventions of a thousand intellects, fathom the constructive scientific mind. Itself, it is one of the glories of man, mystic, incomprehensible creature that he is.

Use Imagination to Take the Place of Understanding of Higher Things

By GEROME EDWARDS (Unitarian), New York.

All of the higher phases of life require that an abundance of imagination be given in the expression of the original ideal. Consideration of the imaginations work in the development of the mind is getting to be of more and more importance.

Even physical scientists have come to the conclusion that the imagination is an important factor in bringing about physical manifestations, and they have to depend on the higher forms of thought to explain the simplest product of nature. In other words if man would understand the power within the universe and himself, he must rise to the largest viewpoint.

He must relax his contemplation of temporal things. He should not ask to have everything explained to him for his present plane of consciousness. He should be wise enough and open enough to admit that there are things that he does not understand yet; that there are realms of intelligence that he has not as yet touched; that there is a world existing all about him that he can comprehend only through the expansion of his mind. This requires a relinquishment of what we term "the intellectual understanding." Man must let go, at the same time he must take hold.

Chances in Life, Not Bright Lights, Bring Rural Youth to Cities

By DAVID J. MALCOLM, Massachusetts School Superintendent.

The young folk of the rural areas do not migrate to the city because of the lure of the bright lights, but because of the greater economic opportunities offered there.

Young people of the farm look forward to living in the neighborhood in which they were raised, and often look on the life of the city as something to be avoided. However, when it comes to earning a living opportunities for employment are lacking in the country and they turn their feet toward urban areas.

As far as living conditions are concerned, the youth of the farm has most of the advantages formerly enjoyed only by his city cousin and none of the disadvantages which go with heavy traffic, crowded living conditions and artificial recreation.

Forests and Taxes

Certainly this holds true of our timber reserves. To protect them against fires and other wastes is a prime duty both of government and of organized industry. But protection alone will not suffice. There must be also reforestation of lands now barren and unsuited to other purposes; and there must be such a system of taxation as will encourage, instead of virtually preventing, the growing of timber on a large scale as a money crop. If the crop does not pay, it will not be produced; and pay it cannot unless re-

That timber growing, not timber hoarding, will solve America's forestry problems is now the view of those who have surveyed the question most carefully, whether as captains of industry or as masters of science. No longer does anyone whose judgment counts look upon conservation as a locking-up of natural resources, but rather as the most efficient use of them, and, if possible, their steady replenishment.