

MAKING MOTOR HIGHWAYS BROAD RIBBONS OF LIGHT

New Novalux Units, With Nest Reflectors, Focus Light Entirely on Road—Already in Use in Many Places in the United States.



Swampscott (Mass.) Highway Lighted With Novalux U. Its.

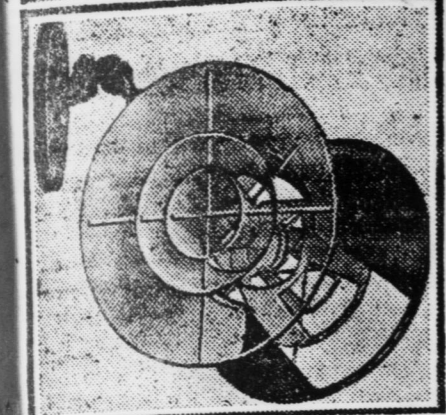
ous illumination of the road, and have been considered a factor in making night travel safer wherever they have been installed.

Where They Are in Use
Early installations were made on the Paradise road, at Swampscott, Mass., and in the village of Colonie, N. Y., on the highway between Albany and Schenectady.

Detroit has installed them upon many of the highways leading into the city through the suburbs and the surrounding country. The Lincoln Highway Association has adopted them for lighting the ideal section of the famous national turnpike, this section now being built in Lake County, Indiana, and a South American metropolis, Santiago, capital of Chile, has placed an order for 150 of the units for lighting the suburban roads approaching a park.

In Florida, a much-traveled pleasure highway, the causeway between Miami and Miami Beach, is to be lighted with a large number of these units.

Most interesting of any installations yet made, however, is the plan of the town of Amherst, N. Y., near Buffalo, to light every mile of roadway within its limits with Novalux highway units. This will require between 1,000 and 1,500 of the units, and the work will not be completed for a year or two. A total of 100 miles of roadway will be illuminated. This will make Amherst undoubtedly the best lighted township in the United States. Two hundred of the units are already being put in, along the main motor turnpike that runs through the town, and the rest will be supplied as called for.



Parabolic Nest Highway Lighting Unit.

Heavily traveled highways throughout the United States will be almost perfectly lighted before many years have passed, judging from the early popularity of a new type of highway lighting unit brought out within the last two years by the General Electric Company. This is known as the Novalux parabolic nest type of unit, so-called from the arrangement of a series of reflectors grouped about the lamp.

These reflectors are arranged one within another, resembling a nest, and their usefulness lies in the fact that they catch between them all the rays from the electric lamp, throwing these rays directly upon the road. Practically none of the light strays off into the surrounding fields; moreover, there is no glare.

Although the lamps used in these units are only 250 candlepower, the volume of light delivered from the reflectors upon the road is equivalent to nearly 4,000 candlepower.

Motorists and all who travel upon the country highways at night have found from experience that these lights are ideal. They give a continu-

Daily Market News for Farmers A Possibility Through Radio

Radio Receiving Equipment in Farm Houses Will Bring Crop Prices to Farmer's Very Ear.

Radio has presented to the world the possibility of putting an end to the isolated farm. No matter how far from cities the farms may be, they need no longer be out of touch with events, with the latest news, especially the latest market news.

The farmer who has a radio receiving set in his farm house can obtain the latest information about market prices for his crops. He can obtain this information daily—or rather nightly—just in time for him to prepare his plans for the next day's operations.

What are the city markets paying for wheat, for potatoes, for turnips, for lettuce, for rice? Not the price at week—which is sometimes the price of the weekly newspaper can give—but the price that very day, almost that very minute?

Put on your radio ear-piece and listen in. The radio will tell you these very things, these market prices, while you listen.

Never before was such a thing possible. Therefore, it is small wonder that radio prophets predict the busy day when all progressive farms will be hooked up with the best of the world by radio. It will mean cold cash in the farmer's pocket, for information of the sort mentioned means money if it can be promptly received.

The experiments made by WGY, the big radio broadcasting station of the General Electric Company at Schenectady, N. Y., in sending out reports on markets, beginning with stock market quotations, and broadening to include other markets, have been finding a favorable reception. As time goes on the demand will doubtless increase. And the service to be given will be further broadened to meet the call for it.

The radio will give the farmer what he has not previously been able to obtain—a semblance of a daily newspaper.

Japan Likes Electricity
In 1905 there were 500 electric light and power companies in Japan, delivering 80,000 kilowatts of energy; in 1918 there were 2,400, delivering 1,820,000 kilowatts. In this matter of electrical growth Orient and Occident are alike—and extension, not limitation, is the diplomatic watchword.

Improving the Dolls
Japanning ovens, electrically heated, are now used by numerous automobile factories, as well as other industries. Such ovens will bake anything requiring the treatment, from cores to dolls' heads. The race of dolls especially is improving by electrical treatment.

And There Wasn't the Slightest Smell From Dead Rats.
Whites John Simpkins, farmer of Padale, N. J.: "Rats were costing hundreds yearly; tried dogs, ferrets, poison, could not get rid of them. Bought \$1.00 pkg. of RAT-SNAP cakes. Used half, not a live rat seen. Dead ones aplenty. I like RAT-SNAP because after killing rats it leaves no smell." See sizes, 25c, 50c, \$1.00. Sold and guaranteed by Siler City Drug Store, The Hardware, Siler City; W. L. and Son, Pilkington Pharmacy and The Chatham Hardware, Pittsboro, N. C.

NOTICE TO CREDITORS.
Having qualified as Executor of the will and testament of J. J. Peoples, deceased, late of Chatham county, North Carolina, this is to notify persons having claims against the estate of said deceased to exhibit them to the undersigned at Pittsboro, North Carolina, on or before the 29th day of March, 1924, or this notice will be in bar of their recovery. All persons indebted to said estate will please make immediate payment. Witness my hand and seal this 25th day of March, 1923.
J. N. PEOPLES,
Executor.
BELL & BELL,
Attorneys.
May 4-R-C.

LOOK AT YOUR LABEL

ELECTRICITY HAS BECOME FARMER'S BEST HIRED MAN

Handy Motor Saws Wood, Grinds Feed, Runs Water Pump and Brightens Life.

MEANS REAL WATER SYSTEM

Old Fashioned Kerosene Lamp, Tallow Dip and Even the Lantern Disappear When Electric Lights Arrive.

Imagine a hired man who would work for a cent an hour, require no board or lodging and think nothing of putting in from ten to fifteen or even twenty hours a day, if desired?

Most farmers would doubt their own ears if they heard about such a human marvel. Yet there is a marvel of that sort, that will do all the above—only it isn't human. Some might say it's more than human, which it really is.

It's a fairly familiar object, this super-hired man. It's a typical electric motor of one-eighth horsepower, which is the equivalent of one-man power.

Until farmers in various sections of the United States began adopting electrical methods, few realized how valuable electricity can be to those who follow agriculture as an occupation. A motor of the size mention-

ed, which costs \$40 to purchase and uses energy at the rate of less than one cent an hour, has been compared to a horse, which might cost anywhere from \$150 to \$250, and would be an expense equivalent to 10 cents an hour after being purchased. The motor under consideration, of course, would only do one-eighth as much work as the horse, but motors come in various sizes. They can be secured in sizes that will do fully as much work as a horse; others will perform much more work than a horse could do.

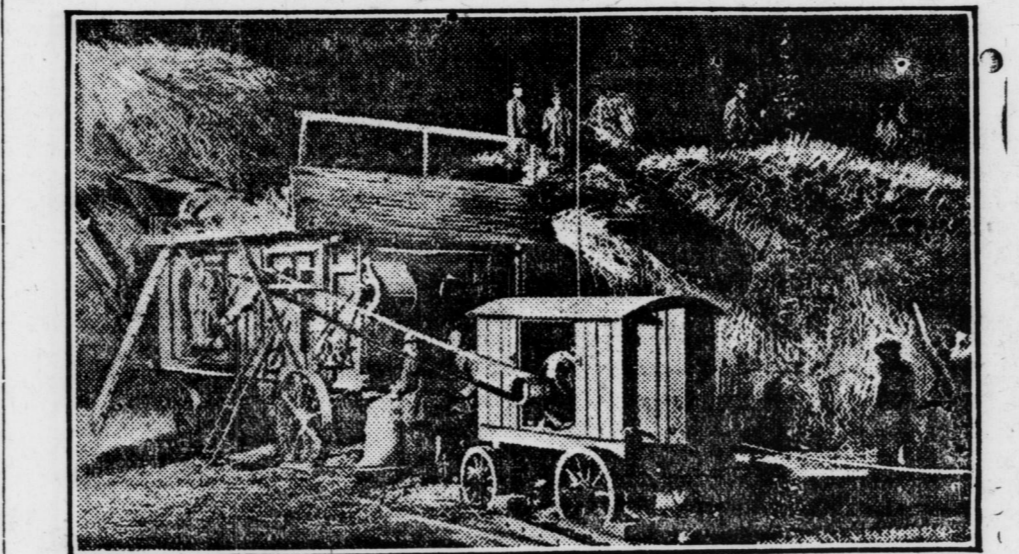


Electric Water System on a Farm. Motor is Inclosed in Box.

thing for which electricity is used on the farm. Many farmers secure electric power solely for the sake of the lights, although it must be said that they do not often stop with the lights. Other electrical improvements follow.

Old-Time Lamps and Candles Go

The time-honored kerosene lamp, the tallow dip, with its ever-present fire peril, even the almost inevitable lantern, are all apt to vanish and never return when the electric lights arrive. Those who have lived on farms, especially folk of the present generation who were brought up on



Portable Motor Running a Grain Thresher at Night.

farms, whose youthful period occurred at a time when electric lights were as yet unknown anywhere, can recall the monotony of taking care of the kerosene lamps.

Every few days they had to be refilled; and almost as frequently the glass chimneys had to be washed. This latter required care, for lamp chimneys are fragile, and are apt to be slippery after coming out of warm, soapy water. And every night the same laborious operation was necessary to "light up." It would take two or three minutes sometimes to light one lamp.

But times have changed mightily on some American farms—so much so that the men and women who were boys and girls on the old farm and since have gone forth to city life would find a fascinating comparison possible if they should now return. They would find the old folk spending their years as comfortably as city dwellers. None of the old routine of lighting the lamps would be observed. Instead of that, "Pa" and "Ma" would complacently step over to the wall, twitch a switch—and the rooms would instantly shine with light! Electric light!

When "Tom" Edison invented the first of these electric lights, many years ago, at Menlo Park, N. J., and when W. D. Coolidge increased the brilliancy of the electric light by his experiments at the research laboratory of the General Electric Company, at Schenectady, N. Y., a bright possibility for the farm folk of the United States, as well as for the city folk, at once blazed forth. Today the electrifying of the farm, although it requires an outlay of capital to start with, is considered worth all it costs by those who have already accomplished it on their own farms.

Along with this boon, which electricity has already carried to some

of their own homes can both install and maintain an ideal lighting system for 10 cents a day—less than the price of a cigar or the cost of an ice cream delicacy.

Moreover, there exists the absence of that momentary but recurrent irritation that comes from a poorly placed light or a dull light. It is recognized with growing appreciation that the modern brilliant electric lights make life smoother and happier to live.

Result of Edison's Genius
Until 1879, when Edison produced the first practical electric lamp, such transforming possibilities remained unknown. And Edison's work was supplemented by discoveries made in the research laboratories of the General Electric Company, from which came tungsten and the gas-filled lamp. These are man's friends after night-fall everywhere.

Their brilliance, however, has made shades very desirable—and thereby a new field for the artistic embellishment of the home has been disclosed.

The harmony of color with light is now suggested, with all its possibilities of those of artistic ideas. Wall fixtures in particular are susceptible to attractive shades. Shades of parchment or silk, painted in colored designs are proving delightful. Families in which there are boys or girls in high school art classes secure some splendid effects from "home talent" in this direction.

It is shown that a moderately large house can be finely lighted for a sum varying from 5 to 15 cents a day. It is also declared that those who build

ed, which costs \$40 to purchase and uses energy at the rate of less than one cent an hour, has been compared to a horse, which might cost anywhere from \$150 to \$250, and would be an expense equivalent to 10 cents an hour after being purchased. The motor under consideration, of course, would only do one-eighth as much work as the horse, but motors come in various sizes. They can be secured in sizes that will do fully as much work as a horse; others will perform much more work than a horse could do.

A five horsepower motor has been found busily operating a wood saw and a feed grinder. A one-half horsepower motor has given great satisfaction in running a farm pump.

The End of Water Lugging
On many farms the installation of an electric light and power system would make possible some really city conveniences, such as most folk would associate with trolley cars, street lights, telegraph service and other metropolitan elements. An electric motor hitched up to operate a pump would make it feasible on many farms to have a regular residence water supply installed in the farm house, with piping and faucets, as up to date as the home of any city dweller.

The day that this system went into operation would be a date which the farm wife would remember for a long time. Not to be compelled to draw and carry heavy pails of water many times a day would be a magical event in her life. The first time that she went over to her kitchen sink, turned the faucet and saw the water flow out, without any further effort whatever, would be a moment of breathless delight.

Electrical trade men see indications that the subject of lighting the home is coming into its own. Much more attention is now being given this question, illuminating engineers say, than was ever before the case.

Just as it is now a foregone conclusion that a goodly percentage of new homes built during the ensuing decade will be of the all-electrical type, so it is also believed the lighting of those new homes will produce astonishing and artistic results, in the country as well as in the city.

Meanwhile, experts are pointing out with new vigor the importance of adequate lighting, the delight of artistic lighting, and the ease with which both may be obtained in these days of highly efficient electric lamps. A common belief of the public, that to properly light a house by electricity is very expensive, is shattered by an analysis of the matter.

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