

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.



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 350 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 continuous

Swampscott (Mass.) Highway Lighted With Novalux Units.

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 Celsia, 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 metropolitan, Santiago, capital of Chile, has placed an order for 100 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 1,500 and 1,800 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.

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DEPARTMENT WARNS COTTON PLANTERS AGAINST FAKE WEEVIL "REMEDIES"

Washington, March 28.—The present great interest in the boll weevil problem in the Southeastern States has resulted in a large number of patented preparations and machines that are being vigorously exploited, says the United States Department of Agriculture. This is a repetition of what has occurred in every region invaded by the boll weevil. During the first few years the farmers are exploited and many useless or practically useless devices are sold to them. In a few years, however, history shows that such organizations go out of business. The operations are especially important at the present time since the losses caused by the boll weevil will be increased by the expense of buying nostrums of various kinds.

The claims for these preparations are not based on scientific tests, although in many cases the persons exploiting them are undoubtedly sincere in their belief that they will yield good results. Generally speaking they are based on misinterpretations of what occurs in the field. To determine whether a remedy is effective, it is necessary to have control areas and to consider the effects of numerous cultural practices. It is very easy for an untrained observer to attribute to some preparation he has applied, the beneficial results of some variation in climatic or cultural factors.

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The Association of Southern Agricultural Workers at its recent convention at Memphis considered the problem of boll weevil control, and, in addition to certain cultural methods, it recommended the consideration of three remedies.

This convention heartily endorsed the use of the dusting method in areas where the yield of cotton was high enough to warrant the expense. It also endorsed the Florida method for the region in which it has proven to be applicable, and further recommended extensive tests of this method in other regions of light yields.

In another paragraph it called attention to the fact that the molasses arsenate treatment, although not yet subjected to sufficiently detailed experimental tests to warrant its endorsement, had apparently given results over a wide area that warranted further consideration, and it therefore recommended thorough and immediate tests of this method by State and Federal agencies.

The State and Government institutions are anxious to help the farmers through the agency of any new methods of controlling the boll weevil which may be discovered. As promptly as possible careful tests are conducted. The department strongly recommends that farmers exercise due caution in spending money for new boll weevil remedies. In all cases farmers should demand evidence of official tests and communicate with their experiment stations for detailed information regarding any of the new

If anything of value is discovered by the State experiment stations, prompt and widespread notice of the fact will be given the public. In the meantime it is safe to say that in all probability any money spent for patented mixtures or machines will be wasted.

THE CATAWBA CREAMERY

The Catawba Creamery Co., at Hickory, N. C., ships annually more than 350,000 pounds of butter, 250,000 pounds of poultry, more than 50,000 gallons of ice cream, half a million dozen eggs, and large quantities of cheese and other farm products, said J. A. Parham in last Sunday's Charlotte Observer.

This creamery was started about 1912 on the cooperative plan but grew to such proportions that it was deemed best to convert it into a stock company. The invested capital is placed at \$20,000 and the output of the plant last year was \$450,000. During the year it paid out to farmers of Catawba and adjoining counties for their produce more than \$400,000 in cash, which was turned into the channels of trade in Hickory and other towns of the county, most of it in Hickory. This concern buys not only the farmers' milk, but also turkeys, chickens, pork, berries, eggs, and even such articles as shell-ed walnut kernels, which are sold to ice cream manufacturers. It even buys the product of the small cheese plants in the mountain counties to the westward and distributes these products to the trade over a wide area.

Monroe has a creamery which perhaps is undergoing the ups and downs which doubtless was Hickory's experience until it found itself. There is no more necessary enterprise in Union county than our local creamery. It is needed now and will be needed more and more in the succeeding months. Local dairymen can readily supply Monroe's needs with milk and butter—the surplus should be manufactured and shipped away. It would be a real tragedy if the Monroe creamery should fail to function.—Monroe Enquirer.

far my voice is carrying; how big my audience is. Send me telegrams and send them collect." Anyhow, from one standpoint he surely could not have asked for more satisfactory results than he obtained, since among others he received replies from Honolulu and from a ship 1,000 miles out at sea. At the close of the following day, however, he discovered that his desire to know how far his voice had traveled had already cost him nearly \$5,000.—Christian Science Monitor.

STIFF BILL FOR MERE TALK

Possibly the mayor of San Francisco wishes he had "counted the cost" before speaking into the transmitter, while dedicating the radio broadcasting station of Hale Brothers (KOP), these words, "I want to know how and freedom from weeds.

Garden flowers show off best if planted in masses rather than in rows. They need a fine, firm seed bed rich in humus, abundant moisture and freedom from weeds.

Fertilizers and Seed!

For lowest cash price on Fertilizers and highest price for your cotton seed see us.

We will also handle Calcium Arsenate this Spring which is recommended by the government to be the most effective preparation with which to fight the boll weevil.

Let's talk the matter over before you place your order.

N. B. Lee and Fred Baggett
agents for

Lee County Cotton Oil Company

CHEMIST THE "TZAR" OF CEMENT MANUFACTURE

High and uniform quality results from his rigid tests and orders

Every eight seconds, mechanical devices dip into the materials that are being mixed in a cement mill and put a sample under test and say for the chemist to test. Chemists are "the czars" of a cement plant and chemistry is their law.

Few factory processes require more care than the making of cement—thousands of test samples being taken in a day's run at a cement plant because cement must be tested in a variety of ways for numerous qualities. It is under the chemist's instructions that workmen proportion the raw materials.

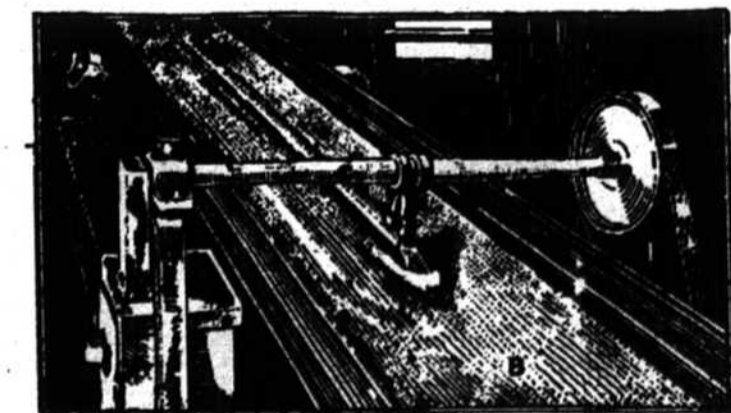
These tests in which the proportions of the elements of cement are determined call for glass-enclosed balances of cement making material through these or scales that must be accurate to the

ten-thousandth of a gram. These are 500 grams to a pound. Such balances will readily detect the difference in weight of a piece of paper, before and after you have written your name on it.



The "rule" of the chemist is seen and felt at every point in the process of cement manufacture—in the quarry or pit where raw materials are obtained—in the departments where raw materials are proportioned, mixed and ground—in the burning department where under intense heat the chemical change takes place—in the department where the raw material which has now become clinker is ground to the fine powder called portland cement.

This country put over thirty million tons of cement making material through these processes last year.



This device takes a test sample by the shovel every 8 seconds. "B" is the sample on a moving belt, leading to the weighing scale. "C" is a revolving hollow shaft. As the upper plate up a bit of the hour, "C" is carried through the shaft "D" and deposited in the bucket below.

If propaganda worked in the case of the boll weevil, the cotton enemy would soon be annihilated. The ideal garden soil is a deep, mellow, well drained loam of high fertility and retentive of moisture.

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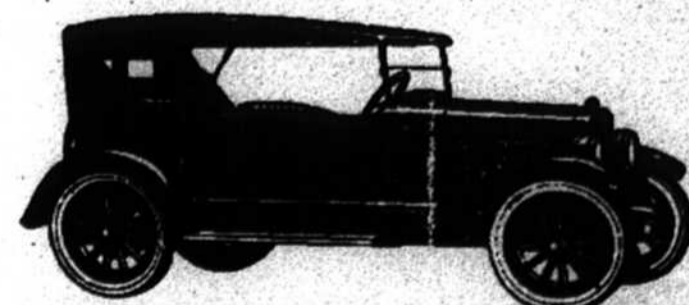
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