

Attractive Beirut



View of Beirut From Mt. Lebanon. (Information)

Beirut, coastal metropolis of France's Syrian mandate, has been the tour and chief depot for the French in the military sense in the mandate which the League of Nations has made necessary. Many Americans have lived in Beirut and to them it is a city of living memories.

At the base of the mountain a man in a white shirt and dark trousers is pushing a cart up a steep, rocky path. The cart is loaded with what appears to be produce or supplies. The path is narrow and the surrounding landscape is rugged and hilly.

name. There is the preparatory cove for young students, the college cove, and the faculty cove where the young American teachers swim.

From the harbor there rises a cog-wheel railway which connects the ancient city of Damascus to the sea coast. It was this French railway and the French harbor which gave Beirut its prominence as a port, and, few, indeed, are the Palestinian tourists who have not passed over this road while leaving the world's oldest city, a green oasis in the midst of the tawny desert, and the Cyclopean ruins of Baalbek, to return to the ship for home.

Any Temperature Desired.

The mountains offer various summer resorts for the city of Beirut, and the green masses of the foothills are dotted with pretty Lebanese villages from which thousands of Syrians have set out across the sea as did the Phoenicians from the same port, but to land in America instead of beside the chalk of Albion where tin was obtained in ancient times.

The natives say that the Lebanon has summer in its lap, spring on its bosom and winter on its head, and by moving up the slopes one can find the temperature desired. Rich Egyptians come this way in summer and there are gaming places on Lebanon that rival Monte Carlo. Recently the automobile has come to the Lebanon, and up the winding roads there now climb motor cars of all shapes and sizes. There are many commuters in summer time, and each night the tired business man leaves the hot coast and takes the business man's special to the cool retreat of Aleh or Suk-el-Charb.

North from Beirut there runs a famous road, and at Dog river the cliffs are carved with the proud inscriptions of conquerors who have passed this way since history began.

The population of Beirut is mixed and the holidays many. Long famous for its learning, it is today a city of colleges and schools. One of the great institutions in Beirut is the American press which publishes most of the Bibles and Gospels that are issued in Arabic. Its product reaches the whole of the world.

During the war whole sections of the city were razed to make way for new roads and thoroughfares, and the center of the city is becoming less and less picturesque as the days go by.

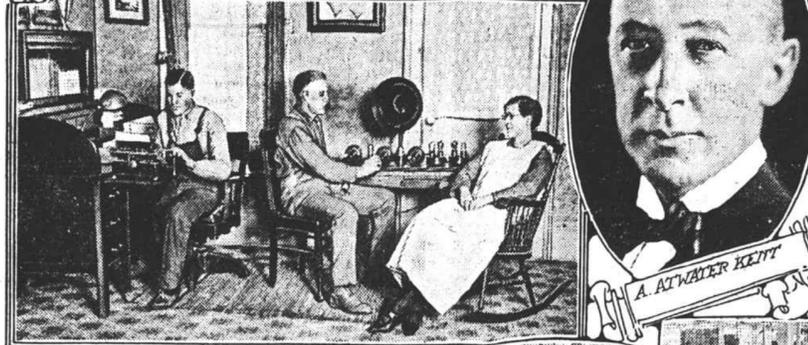
Women Not So Beautiful.

Through this close-packed city of picture-book houses there go the Christian women, bare of face and none too beautiful, and the Moslem women whose religion mercifully supplies a veil. Unless one hears the shout of the arbab! driving his spirited steeds before a shiny victoria, he is likely to have his shoulder grazed by the passage of a Levantine beauty, eloquent of face and redolent of perfume, accompanied by some pale-faced official with waxed mustaches and a blazing turban.

The Syrian loves the sunsets and, as evening settles down, there is a general exodus to the heights of Ras Beirut where the waves pile up from the west and the sun goes down in a radiant sea. Then the line of carriages is almost unbroken and the barren slopes are dotted with small groups of Moslems with their "harems" which include all the female relatives from child to grandma. As though so much beauty could not exist unchallenged, there are wretches who come to this loving tryst with the setting sun with talking machines, against whose agonized screams in Arabic melodies, the roar of the waves is all in vain.

Beirut was, before the World war, one of the principal religious crossroads of the world. Here the Mohammedan faithful disembarked on the last lap of their pilgrimage to Mecca, and from here they sailed on the Journey home. Today the Moslem traffic is not as heavy as it was, but Palestine tourists and pilgrims generally enter or leave the Holy Land via Beirut so that they may include Damascus, the world's oldest city, and Baalbek, with its Cyclopean ruins, in their tour.

What Radio Means to the Farmer



WHERE RADIO MEANS BUSINESS

A. ATWATER KENT

PLUCKING dollars out of the air was one trick of the old-time sleight-of-hand artist that never failed to give his audience a thrill. While it was recognized as a trick, the mere suggestion that dollars might, somehow, be plucked from the ether stirred the interest of the average spectator more than many other feats of legerdemain requiring much greater skill. It touched his money sense—and the "pocket nerve" has long been recognized as one of the most sensitive in the human makeup.

Today, however, government experts hold that the illusion of the magician has been changed into the fact of actual accomplishment. Dollars are being taken from the air. Official investigation, in fact, reveals the air as a potential source of wealth for the farmers of this country to an extent rivaled only by the productivity of the soil itself.

This transformation is being brought about by the development and extension of radio facilities and services to fit the special needs of agriculture. For it is in agriculture that radio seems certain to find its greatest development as a utility with a direct dollar and cents value to its users.

Secretary of Agriculture Jardine, who has given much study to the use of radio as an aid to agriculture, recently said:

"Radio is already a vital factor in the economic and intellectual life of the farmer. It is easy to foresee millions upon millions of dollars added to the value of agriculture through services provided the farmer by radio."

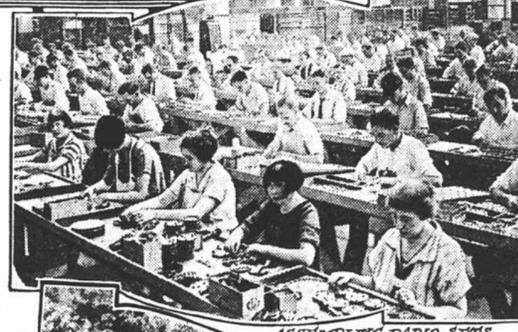
Folks on the farms and in the country towns where general prosperity depends on the prosperity of agriculture are particularly favored by radio. To the city man or woman, the use of radio is limited to recreation and the reception of general information. They enjoy the concerts, the dance programs, the lectures and other features that come to them by day and night over the air, but their pleasure and enjoyment is the principal recompense for their investment in radio equipment.

The same programs that entertain the city listener are received also by listeners on the farm, where they are received with equal pleasure and satisfaction. But in addition to the programs of entertainment and general information, of interest alike to city and country, radio is being used more and more to carry to the farmer special information of direct assistance to him in the production and marketing of his crops, the breeding and care of his live stock and the prevention of loss and damage from storms, pests and other emergency conditions.

It is this service that raises radio, for the farmer, out of the class of a mere instrumentality for pleasure and recreation alone, and makes of it a utility as helpful in the business of farming as the stock ticker and the telephone are to the broker or business man in the city.

The greater emphasis on radio as a practical dollars-and-cents investment for the farmer does not come from radio manufacturers or broadcasters or from any group primarily interested in the radio industry. It comes, instead, from the United States Department of Agriculture, whose prime interest is in the progress and prosperity of the American farmer.

The department began an experimental radio market news service in December, 1920. A laboratory transmitter at the United States bureau of standards was used to broadcast, on a 400-meter wave length, by radio telegraph from Washington, a radio market program and turn it over to the newspapers in their own towns, or give copies to the banks or stores to be posted on bulletin boards.



The practical results of this first experiment, I am told, encouraged government authorities to broaden the service, and in April, 1921, through arrangements with the Post Office department, wireless market reports were broadcast several times a day from air mail radio stations in half a dozen different cities. By January, 1922, these market reports were being relayed and broadcast by radio telegraph through a chain of stations reaching from coast to coast.

Then came the era of radio telephone broadcasting and with it the government's radio service for farmers grew by leaps and bounds. Well-established schedules of weather, crop and market reports are now broadcast from more than 700 stations in all parts of the country and no agricultural community is out of reach of Uncle Sam's farm radio service.

A recent study by the department, through its 2,500 county agents, of the extent to which farmers are finding this service of direct help in their business brought what the government experts regard as convincing proof that a radio receiving set is now definitely recognized as a part of the agricultural plant of the up-to-date farmer. Typical of this view, as expressed by these farm experts, is one I have seen from Earl S. Miles, county agent for Washington county, Indiana.

"Farmers in this county," Mr. Miles reported, "now think of radio in terms of an investment that will return a profit through more intelligent selling of live stock. The most encouraging thing today is to see farmers, located 15 or 20 miles from a railroad, equipped with a radio and a truck. The radio keeps them informed as to the market, and when prices are right they can put their stock on the market within two or three hours. Before the day of farm radio they had to take chances on what the market would be when they reached the yards."

Gardner C. Norcross, county agent for Plymouth county, Mass., reported still another angle of advantage for the farmer equipped with radio. "Radio," he says, "has proved one of the most effective methods of teaching better farm practices and thereby appreciably increasing farm profits."

As a result of the thorough endorsement by county agents of the benefits being bestowed by radio and the appreciation voiced directly by the farmers themselves, four new farm fea-

tures were recently put on the air by the Department of Agriculture, all designed to be of direct material advantage to the farm family. These are: A farm news digest, consisting of short items of agricultural news not accessible to the average farm reader; "Fifty Farm Flashes," a daily service of 50 timely, practical questions put by farmers and answered by agricultural authorities; the housekeeper's half hour, an informal program designed to supply both information and inspiration to housewives, putting at their disposal the great fund of facts interesting to homemakers which are developed by the government bureau of home economics and similar research agencies and the Radio Order of Junior Gardeners, a program especially for boys and girls but helpful also to grown-ups.

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waterfront is commonplace most of the year, even though the blue-tinted city pushed by the setting sun by the presence of a famous mountain range, and the first of the city is in the early morning light, and to 5,000 feet in a beautiful snow-capped heights form a sharp screen upon which is projected the glow of some of the most colorful sunsets.

Back of the city stretches west from a low alluvial plain almost makes Beirut an island, narrows are to the north, looking from the more famous but inferior of Tyre and Sidon to the west toward the other Phoenician of Tripoli and Alexandria and all of which have old names long since forgotten by the inhabitants. Berytus was the name of Beirut.

and Color in the City.

Streets are narrow and full of buildings are calcimined in variously near at hand but from a distance, on the highest points at the east of the city, or was, a military Beirut has tram lines running the backbone, and the center of the city there is a park around which the trams run. There is another line of trams running to the south to a park of pines which were planted by the city of the drift.

From the west and north sweep waves of sand coming away at intervals, and each year the waves before the fierce winds upon which the sand is set out in search of commerce. At one place the waves have cut entirely through the masses of rock and a hole through the sand so that when the waves come the rocks reveal a narrow passage which extends into the sea and in these one finds the most natural swimming place, for the bottom is deep water, clear, and the sides rise so that one can dive from the rocks to the water's edge.

ain Out of Darkness.

Persons who passed the Soviet government's Far North radio station, 850 miles of the Arctic circle, on Novaya Zemlya, have said that the night has ended and they are in daylight for the first time in months. They will not be until the ice breaks late in the year and a new detail is sent for next winter. Their chief diver-

sion was hitching up the dogs to hunt seals and bears. The bears always escaped in the dark. Logs which the Yenesei and Ob rivers carried north during the summer were sufficient to keep the substantial government barracks warm.

Battling Musk Ox

The musk ox of Canada, upon seeing danger, form into line facing the foe as quickly as would a regiment of soldiers, and stand ready for an attack.

Feathers Go Into Fabric

A new fabric of great softness and durability is about to be offered in the smart European stores. It is a cloth woven from ostrich feathers. The feathers used are plucked from the quills and woven together with other materials after being specially treated. It is described as being lighter than thistle down, softer than the finest crepe and it displays a different pattern with every movement of the wearer.—Exchange.

Huge Twilight World

Man lived for ages on this little earth before he knew that on the outskirts of our solar system, about 27,000 million miles away, was a huge twilight world 85 times larger than our earth, but so far away and receiving so little sunshine, that it was not actually discovered until 1846. Now it is known Neptune has an immense cloud-laden atmosphere: Far beneath lies the real Neptune blanket—everlastingly with mist, its short day of seven hours alternating between twilight and darkness. Although far out in space Neptune is not a frigid world, the clouds and water vapor prove that. It probably has sufficient internal heat to sustain a tropical vegetation. Large as Neptune is, few earthlings have seen it as it is visible only through a telescope and at certain times of year.—Capper's Weekly.

Home is where the heart is.—Pitney.