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THE OUTLOOK FOR AMERICAN BUSINESS

Two weeks ago Maurice Carasso, of Los Angeles, foreign trade advisor, gave a short address to the Chamber of Commerce in Torrance, and in part had this to say in regard to business conditions in the United States:

"The basic conditions of our country are good. The United States is the richest country in the world. Our savings bank deposits are the largest in our history. There is an enormous amount of work to be done to give us the needed new houses and other buildings, to restore our railroads as to equipment, tracks, bridges and repairs; to replace worn-out machinery of all kinds, and to make public improvements delayed by the war.

"And yet there are more than three million idle in the nation, and we have just passed through a financial and business crisis. And the danger is not over yet, nor the most needed remedies applied.

"The basic cause of this anomalous condition is our inability to export our surpluses. As a result of our energy and the war stimulus, we have today a surplus on hand and a surplus-producing ability that would have been thought impossible in 1913. And our exports are falling off month to month by hundreds of millions.

"The reason we cannot export our surpluses that are needed for world restoration and world peace is that the European nations are too poor to pay for them in gold or goods, and must have long-term credits to buy them.

"But the long-term credits cannot be given unless there is greater political and social stability in Europe—less danger of revolutions or war that will make repayment of loans uncertain or impossible.

"Greater political and social stability cannot come in Europe, however, unless the United States helps. Lacking our help there must come new balance-of-power agreements among the nations, with the resultant rivalry in armaments and new wars.

HE LIVES HERE

I know a man who puts his hand in his pocket three or four times when he starts out in the morning to be quite sure that he has his keys. After locking his office for the night he goes back several times to try the door to make dead sure that he hasn't forgotten to lock it. He is always distrusting his memory, distrusting himself. Time and again he will get out of bed to be certain that his door is locked so that burglars cannot enter. He will look at a letter two or three times before he mails it, to make sure that the address is right.

In fact, this man is never sure about anything he does. It is just a habit he has formed, and he's so set in the habit that it affects everything he does and weakens his whole character. He leaves things undecided until the last minute. Even then, he may want to change his mind. He is always running to others for advice, never relying on himself or his own judgment even in the simplest matters, so that he has ruined his faculty of judging and deciding things for himself.

NOTHING DOING ON THIS

Henry Ford said in a recent interview: "It would be fun to start over again." No doubt it seems so to the man who has arrived, who is now able to enjoy life to the fullest, and is looking for new worlds to conquer. But to the man or woman who is still struggling to get there, the prospect of starting again would not be at all inviting. The hard bumps in the road, the stumbling blocks of discouragement and the scarcity of rest stations are too fresh in his memory. He prefers going on rather than looking back.

THE ONLY WAY

Now and then we are reminded of the old Indian who heard that his white brother gained much comfort from sleeping on feathers, and who one night secured a single feather, slept on that one feather all night and arose in the morning to declare that the white man was a confirmed fool.

Sleeping on a single feather and expecting to be comfortable is about like putting one ad in a newspaper and expecting to get rich. You've got to have several feathers to make a bed, and you have got to run several adds to build up a business. The merchant who feels the pulling power of advertising will tell you that spasmodic advertising seldom pays. You've got to keep hammering it into the heads of the people you want to sell to that you have what they want, and at a price that will satisfy them. The makers of Pears soap advertised for fifty years and a few years ago they stopped advertising and tried to live on their reputation. It only took a few years for them to see that the soap men who were advertising were putting them out of business, and they started advertising again before it was too late. There is only one way to advertise, and that is regularly and systematically.

If you toot your little tooter, then lay
away your horn,
Within a week there's not a soul who'll
know that you are born.
The man who advertises by short and
sudden jerks
Is the man who's always kicking because
it never works.
The fellow who is on the job, ahumping
every day,
And keeps forever at it, is the one who
makes it pay.

"AS SHE IS SPOKE!"

A number of ludicrous specimens of inverted meaning caused by misplaced clauses have been collected by London "Tit-Bits." Here are some of them:

"I saw a man digging a well with a Roman nose."

A bill presetned to a farmer ran thus: "To hanging two barn-doors and myself, 4s. 6d."

An advertiser wrote: "Wanted, a young man to look after a house of the Methodist persuasion."

A remarkable instance of charity: "A wealthy gentleman will adopt a little boy with a small family."

In the account of a shipwreck appeared the following: "The captain swam ashore. So did the chambermaid; she was insured for a large sum and loaded with pig iron."

An Irishman complained to his physician that "he stuffed him so much with drugs that he was ill a long time after he got well."

SOVIETS FRATERNIZE

Recent arrivals at Riga from Moscow declare that the world little realizes how closely Soviet Russia is pushing its friendship with the Near East.

In Moscow, now, the Turkish legation occupies one of the most sumptuous of the old palaces, and the personnel, garbed in faultless European clothes, present a strange contrast to the poorly garbed Muscovites. The Afghans and other Near Eastern delegations also occupy luxurious quarters, giving elaborate banquets and otherwise carry on with all the pomp of the old Eastern courts.

Members of Lenin's government are frequently guests at these affairs and entertain the legation personnels equally lavishly in return.

REDUCE RATES

The transcontinental railways announced in Chicago last week a reduction of rates on carload shipments of vegetables, melons and apples. A new rate of $1.75 per 100 pounds on vegetables and melons, including cantaloupes from Pacific coast terminals and intermediate points to destinations east of Chicago and the Mississippi river will be made effective at the earliest possible date. A rate of $1.50 per 100 pounds on apples, without storing in transit privilege, will be made effective September 1st from Pacific coast terminals and intermediate points to Eastern defined territories, which include Colorado common points and nearly all points east of the Atlantic seaboard.

BETTER ROADS

SAFETY FIRST FOR CHILDREN

Many Requirements Furnish Variety of Topics for Essays and Oral Discussion.

(Prepared by the United States Department of Agriculture)

The many requirements for safety will furnish a variety of topics for school children's essays and oral discussion. The dangers of railroad crossings at grade, the economic justification for abolishing them, the importance of an unobstructed view up and down the track as a vehicle approaches, and the disadvantage of sharp turns, etc., are suggestive subjects. Similarly there might also be mentioned the questions raised by small intersections and turns. In every town there are many crossings where the autoist's view is unnecessarily limited by fences, shrubbery, or buildings, and where sharp curves with limited visibility invite serious accidents. Guideposts, markers, and other signs for the most efficient guidance of traffic through thickly settled communities also are part of the bigger and more inclusive topics of the economic importance of safety and guidance—the actual money value of human life and of accident prevention.

Another question, in solving which the engineer and economist will need the help of enlightened public opinion (and this enlightenment should start in the public schools), is that of the relation of the public highways to railroads and canals. The advantage of long hauls by rail and short hauls by motor truck; feeding into main terminal points by radiating systems of highways; a division of the transportation burden by parallel systems of water, rail, and road transportation, are some of the subdivisions of this general heading.

This listing of topics is not intended to be complete or exact, but merely suggestive. Those which refer to construction could best be utilized when construction work is in progress in the vicinity of a school. Many of the other topics may be studied from maps, of which the students might be required to make tracings or free-hand sketches showing the particular features for which emphasis is desired, or regarding which the exercise is being written. State highway departments often feel the need of a better popular understanding of the problems of road construction, and their officials would doubtless co-operate in a hearty manner. Looking ahead, it is easy to see an actual shortage of men qualified to carry on the work of highway development, so rapid is the growth of the good roads movement. Highway in-

Small Boy's Method of Crossing a Stream.

struction in high schools offers opportunity to state highway departments to develop a body of future citizens equipped with a better understanding of the need for roads and the problems likely to be met in building them, and, at the same time, to stimulate interest in the profession of highway engineering.

State departments and county engineers can help teachers (1) by assigning members of their staffs to deliver occasional lectures, simple in text and preferably illustrated with lantern slides; (2) by furnishing photographs of highways and construction work for classroom or reference use; (3) by assisting teachers in the explanation of work in progress which can be inspected by classes of students. Many states also issue bulletins or reports which are valuable for reference.

Determine Road Cost.

Some of the things which determine the cost of road construction are: Cost of right of way; cost of clearing and grubbing; amount and kind of material to be excavated and amount of filling to be done; amount of ditching for surface drainage and tiling for sub-drainage; number and size of stream crossings necessitating culverts or bridges; cost of securing and placing material.

Indorsed by President.

The Lee highway project has been indorsed by President Harding as an appropriate memorial to the southern leader, born in Virginia 114 years ago.

Cost of Maintenance.

The annual cost of road maintenance in New York state, which includes merely the lighter repairs, aggregates about $3,500,000.

Paved Too Thin.

Too many roads are paved with good intentions and nothing more.

WITH THE WITS

Druggist—How is that cough medicine holding out?

Slimson—I've got enough for a couple more dinner parties.—Life.

* * *

The bluebird may bring happiness, my friends, but the stork brings a $200 income tax exemption.—St. Thomas (Ont.) Times-Journal.

* * *

The French Porter (in Paris)—He gave me 50 francs.

The French Maid—Ah! Then he is an American, no doubt!

"He couldn't have been; he was sober."—Life.

* * *

Magistrate—Now, what have you to say?

Prisoner—I've a good deal to say, Guv'nor, if you'll give me time to say it.

Magistrate—Certainly; six months—London Cheerio.

CERTIFICATE OF DOING BUSINESS UNDER A FICTITIOUS NAME.

We, the undersigned, do hereby certify that we are transacting business in Lomita, County of Los Angeles, State of California, under the firm name and style of THE ESHELEMAN CASH STORE; that the name in full of all members of such partnership are Thomas H. Willson and Maude H. Willson, and that the place of our residence is Corner of Eshleman Avenue and Redondo and Wilmington Boulevard, Lomita, California.

In witness whereof we have hereunto set our hands and seals this 5th day of July, 1921.

THOMAS H. WILLSON.
MAUDE H. WILLSON.

State of California, County of Los Angeles—ss.

On this 5th day of July, A. D. 1921, before me, L. J. Hunter, a Notary Public in and for the said County and State, residing therein, duly commissioned and sworn, personally appeared Thomas H. Willson and Maude H. Willson, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same.

In witness whereof I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

L. J. HUNTER,
(Seal) Notary Public in and for said County and State.
July 29, 1921