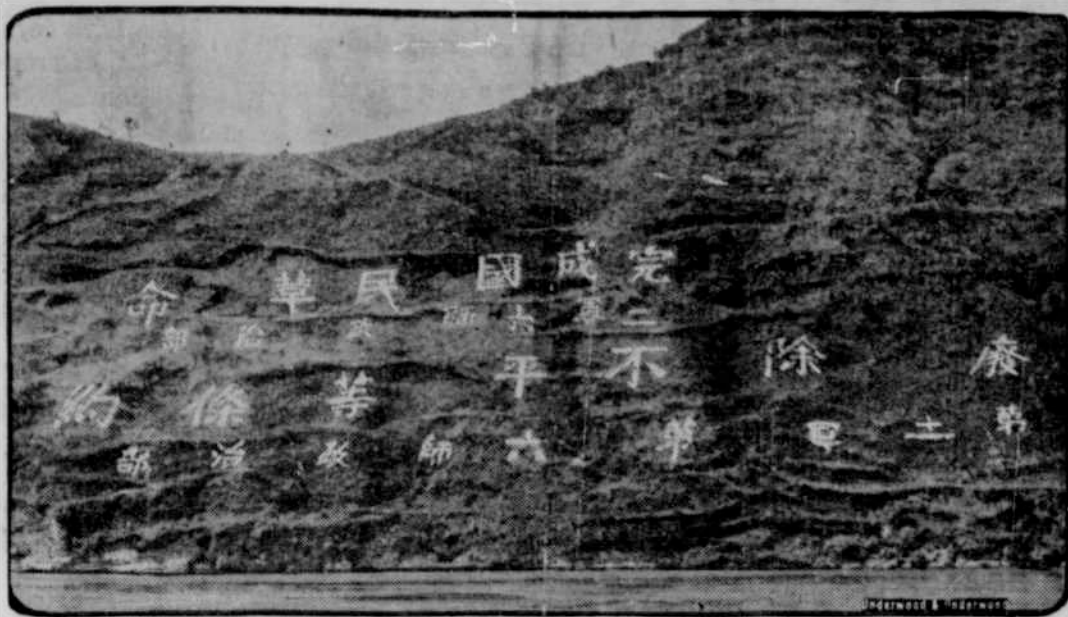


Example of Outdoor Advertising in China



The Chinese are emulating the Americans in outdoor advertising, but, as this photograph from Ichang shows, their advertisements are not quite such blots on the scenery.

Aviation Makes Great Strides

Progress for Year Is Outstanding, Says Report of Chief.

Washington.—The United States "took to the air" in the fiscal year 1927-28, a record period of outstanding accomplishments in all branches of aviation, the director of the aeronautics branch of the Department of Commerce, Maj. Clarence A. Young, declares in his annual report to the secretary of commerce.

Discussing the production side of aeronautics, Major Young declares that aircraft manufactured during the year amounted to \$14,250,000 as compared with \$8,870,000 the year before, while exports of aircraft and parts were valued at nearly \$2,000,000 or 85 per cent more than the preceding year.

Air-transport, he said, has attained a definite place in the economic scheme of transportation, and the applications for pilot's and mechanic's licenses have shown striking increases.

The official summary of the report, made public November 20, follows in full text:

A phenomenal record of progress in all branches of American aviation is revealed in the annual report of Maj. Clarence M. Young. The growth of air commerce and the aircraft industry of the United States, Major Young believes, is due in no small measure to the strict enforcement of federal regulations which has inspired public confidence in the safety of air transport.

Produce 2,000 Aircraft.
During 1927 American factories produced nearly 2,000 aircraft having a total value of \$14,250,000 as compared with 1,200 valued at \$8,870,000 during the preceding year. Exports of aircraft and parts during 1927 amounted to nearly \$2,000,000, an increase of approximately 85 per cent over 1926. During the first half of the current year our total sales in foreign markets of aircraft products were 33 per cent greater than the entire shipments of last year.

Air-transport has now attained a definite place in the economic scheme of transportation. The established airway system is the backbone of our commercial aviation, although operations over this network form only one-tenth of all civil flying. These routes now cover 11,191 miles on which 27,817 miles are flown daily. Of these, 10,386 miles are under mail contract and 200 mail planes fly 23,224 miles daily over these routes. There are now 5,880 miles lighted, 1,800 miles under contract for night flying, and 5,908 additional miles considered for lighting during the fiscal year 1929. The cities actually connected by the routes at the close of the fiscal year numbered 88, the trading areas served containing 80,000,000 people. By the close of the current fiscal year it is believed that almost all of the larger cities and many of the middle-sized

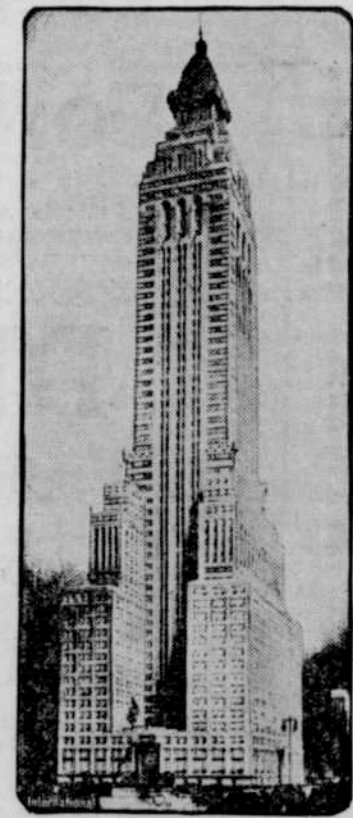
communities will be connected by air routes and that smaller feeder lines will serve many outlying cities.

Radio Communication.
Communication to aircraft in flight along the transcontinental route will be available within a short time. Radio equipment is under construction for replacing obsolete apparatus now in use. The new apparatus will provide radio-telephones or radio-telegraph communication as may be required on frequencies between 100 and 500 kilocycles.

Considerable research and testing work was conducted by the bureau of standards for the aeronautics branch during the period under review. These investigations embraced radio aids to navigation, lighting of airways, sound proofing of airplane cabins, airplane control tests, and tests of commercial aircraft engines.

Approximately 600 airplanes are being built in American factories each month which have to be inspected as to their airworthiness. It is obvious that a very efficient organization of the inspection section is essential in order to carry out the work involved. To this end, factory inspectors are be-

TALLEST BUILDING



An artist's drawing of the Chrysler building in New York, which when completed in 1930 at the cost of approximately \$14,000,000, will top any building in the world. It will be 808 feet from the street level to the dome and will have three floors below the street.

ing employed and trained as rapidly as possible for the purpose of inspecting and licensing "new production" airplanes at the time they leave the factory. This, it is pointed out, will aid the industry by facilitating the issuance of licenses in the first instance, although these planes will still require periodical reinspection by the field personnel of the department.

Applications for pilot's and mechanic's licenses showed striking increase during the past fiscal year, due in large measure to the publicity given the epochal flights which occurred during that period. By June 30 last applications were on file for over 5,500 pilots and 5,900 mechanics, about three times the number on file on the corresponding date the previous year. On June 30 over 4,700 applications had been received for licensing airplanes as compared with 1,100 at the end of the 1927 fiscal period. Up to June 30 last licenses had been issued for approximately 3,000 pilots, 3,000 mechanics and 2,000 airplanes. In addition, 4,000 applications for students permits have been filed.

In order to pass on the qualifications of these applicants, the bureau maintains 40 inspectors in the field. As the work of these inspectors is almost entirely at airports official airplanes can be utilized with great saving of time and a corresponding increase of efficiency. Unfortunately, the report shows, there are but 14 planes of modern design available for their use. Funds are available for the purchase of five more but even with this additional number of airplanes the total will be about one-third of the number essential to the most efficient performance of inspection duties.

Regulations Enforced.
Referring to the enforcement of regulations the report shows that during the fiscal year there were 224 violations, resulting in 65 assessments of the civil penalty, 121 reprimands, 22 suspensions, 20 revocations, and five denials of licenses. The violations consisted of aerobatics over prohibited areas, flying low over congested areas, flying licensed aircraft without a pilot's license, flying aircraft with no identification numbers displayed and flying without navigation lights.

Among the interesting developments of the past fiscal year was the creation of an accident board within the organization to investigate all civil aircraft accidents with the view to determining and eliminating their causes. This board is composed of two experienced pilots, a flight surgeon, a lawyer versed in air law and an aeronautical engineer. A careful analysis of accidents is made and a percentage valuation assigned to contributory causes. This method, it is declared, will provide statistics to show the exact causes of accidents and point the way to their elimination. It will also provide a valuable index to those portions of the air commerce regulations regarding both personnel and material that may be unnecessarily severe, or where higher safety standards are requisite and more exacting and specific regulations must be imposed.

Millions for Aeronautics
Melbourne.—Aeronautical improvements planned by the Australian government this year will cost nearly \$1,000,000.

from 7,020,000,000 to 9,000,000,000, or even 11,000,000,000 if there was the freest possible migration, appropriate co-ordination of all human effort and complete elimination of the jeopardy of war, Sir George adds.

Very soon the question must be faced "whether it is better that there should be larger numbers and more modest living, or fewer numbers and lavish living," he said.

In view of the imminence of a food shortage, Sir George thinks that some measure of control of births in some way or other is inevitable.

Hawaiian Coccole, Dad of Uke, Reaches U. S.

Seattle, Wash.—A new musical instrument has invaded the Northwest market. It is the native Hawaiian coccole, similar to the uke, but a different sounding box. The coccole is credited with being the real original Hawaiian instrument. It is strung like a ukulele, but is made with a polished coconut shell instead of yew wood. The tone is deeper and differs in quality.

Between
You and Me
"Common sense is the most uncommon kind of sense."
By HAROLD BELL WRIGHT

Boosting and Boosters

"There ain't nothin' livin' in the woods what can make more fuss than a blue jay—and there ain't nothin' that anybody ever heard tell a blue jay was good for—cept to trim wimmen's bonnets, maybe."—Preachin' Bill.

YES, of course, one should always put one's best foot foremost. At the same time, when one essays a good long step ahead, one should be reasonably sure that one's hind foot is not stuck fast in the mud.

But speaking of boosters: There are several varieties of the genus hot-aircraft.

One of the most common is the kind that perches on the corral fence and flaps its wings and crows from sunup till sundown. Nobody knows exactly what all the commotion is about; nobody cares, except that it is annoying. We suspect that somebody has laid an egg or something, but we are dead sure that the bird making all the noise didn't. Perhaps some neighboring rooster may have remarked that their corral is larger than ours. Indeed, the noisy one, himself, doesn't appear to know exactly the reason for his excitement. He seems to have started his mouth to talking and then gone away and left it.

The most detestable of the boosting breed are the professionals. They are enthusiasts prostituting themselves to every stranger who is unwise enough to fall for their charms.

One of these creatures lands in a community just before noon—in time to get himself invited to the Rotary, Kiwanis, Wednesday, Thursday, or Friday club luncheon; and before the chamber of commerce banquet that evening he has sold the town to itself. In its delirium the town expresses its gratitude to the booster by delivering itself without reservation into his hands.

When the dust has settled the professional is well on his way to fresh fields. The citizens sober up to find themselves exactly where they were

The most detestable of the boosting breed are the professionals.

They are enthusiasm prostitutes selling themselves to every stranger who is unwise enough to fall for their charms.

The slogan of the booster: "Put up your hammer and get a horn," aptly epitomizes the down-to-date philosophy of boosting.

It seems never to have occurred to these vociferating pests that the hammer is mainly a tool for building and that horns are mostly toys with which thoughtless and irresponsible children make a distracting racket.

Suppose we think a few things and see if we do not find that all glittering talk is not golden; and that, in fact, golden talk very seldom glitters.

Talk is disgustingly cheap when there is nothing to back it. I have never heard that a barnyard full of cackles ever raised the price of eggs.

Most of us who go broke get that way by spending not wisely but too well.

before, minus the expense of their boosting debauch.

Very different is the good citizen who honestly believes that his hometown has peculiar advantages, who sincerely loves his neighbors because he thinks they are the finest people in the world, and who, out of a full heart, wants others to share the community blessings which he so enjoys.

Such a booster is a delight and a simon pure asset to any community—providing—oh yes, providing, our boosting friend does not permit every butcher and baker and candlestick maker to use him and his unselfish enthusiasm to boost their individual and wholly selfish interests.

Many a wily old town spider sits back out of sight and unostentatiously urges these community interest heroes on, while it never occurs to the loyal boosters that all they are doing is to boost silly flies into the spider's carefully spread net.

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Oratory often goes "blah" for the simple reason that it is "blah." Talk is disgustingly cheap when there is nothing to back it. I have never heard that a barnyard full of cackles ever raised the price of eggs.

Between you and me, many a high-chested rooster who can crow right lustily at a chamber of commerce ban-

quet, contributes next to nothing toward the community omelette.

And the only argument ever advanced for all this extravagant and ridiculous community boosting is that there is money in it for everybody.

I agree that there may be money in it for some. But I contend if the money spent annually by the average boosting community for that type of boosting which convinces only credulous fools, were spent in substantial and genuine community improvements, the harvest would be abundant for all.

True, the harvest might not be in actual dollars that could be deposited in a bank. But there are community interests you know, which while not directly bankable, are beyond price.

No, I am not so impractical as to ignore the universal need of bankable dollars. Bankable dollars are a great comfort—I wish I could make myself more comfortable!

The Teacher says, "The love of money is the root of all evil." It is just as true that a desire for money may be rooted in a sincere purpose to accomplish a great good.

But those mistaken saints who hold that we ought not to think of money, need not worry. We don't think about it, and therein lies two-thirds of our financial troubles. If we could only be persuaded to really think about money, money would not worry us much.

Money is of value not because it is money, but because it stands for all that is dearest and best in life. That it stands also for all that is debasing and damning makes no difference.

And so the great question of the age is not what you are, but what is your income? The great problem of life is not why are we here, but how can we manage to stay here? The great fear of our existence is not fear of death, but fear of notice from the bank that we have overdrawn. The fight to pay our bills, and the dread of the deadly deficit—these are the nightmares that keep us awake.

The red-ink tragedy is a very real tragedy—a tragedy in which most of us at one time or another have been forced to play a part. But chin music alone will never draw a large flock of dollars to your box office.

Too often we study our financial problems from the one standpoint of how to get money. At this date it appears that the shortest way out of our difficulties is to learn how to spend the money we do get. If a restaurant keeper were to invest all his capital in flowers to decorate his tables, his bill of fare would not attract a hungry crowd with cash to spend.

Most of us who go broke get that way by spending not wisely but too well.

Certainly, I know the old saying: "Doing business without advertising is like winking at your girl in the dark. You may know what you are doing but no one else will."

But advertising is not simply making any old thing sound attractive. Those leaders who rank high in business intelligence discovered long ago that the advertising which is 90 per cent lie is less than 10 per cent effective.

The salesman who is long on gab and short on truth loses more business than he gains. The selling talk that is based on a policy of hit-and-run rarely scores a second time on the same customer. The hook that is baited with guff lands only minnows. The fish are only attracted by more substantial bait. No hunter ever yet bagged big game with a blow-gun.

Once, when I was a boy, I worked in a store. And the boss explained to me that any fool could sell a customer something the customer wanted, but that it took a salesman to sell a person something the person did not want.

I am older now. And my years of painfully acquired experience, together with a habit of observation, have taught me that the one who sells a person that which the person does not want is the real fool.

In my young man days I had a friend who had a curious complex. He would rather acquire a silver dollar for which he gave nothing, than to gain a five dollar bill for which he had rendered five dollars' worth of service. He seemed to feel that to give nothing for something was a mark of superior intelligence. He was never so happy and proud as when he had just, as he said, "gypped" somebody.

Well, I have watched that man's progress through all the best years of his life and I never knew the time when he was not dependent, in one way or another, upon friends or relatives. He is practically a beggar today, existing on charity. No one will trust him for a meal. He is forced to sponge even his cigarettes. All of which would be torture to a self-respecting person; but, of course, self-respect long ago ceased to count for anything in this miserable failure.

And this man was the most convincing booster I ever heard. To him boosting was a fine art. He could, would, and did boost anything for anybody, at any time.

Of course it was often best for him to be somewhere else when the sticks of his skyrocket began to come down! All his life, you see, this man has tried to do business on the plan of talking people into giving something for nothing. In the end he has for all his efforts—nothing.

Some say that a knock is a boost. Perhaps—but I am still of the opinion that if we could knock some of these reckless, unprincipled, shameless nineteen twenty-eight variety of boosters dead, we would all do a better business.

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Drugs and Geography



Loading Lighters at Zanzibar.

(Prepared by the National Geographic Society, Washington, D. C.)

NO BUSINESS reaches out into so many remote places of the world as does that of the pharmacist, a fact which it will be remembered was demonstrated graphically during the World War when the commerce of the world was disrupted.

Consider as a typical case, asafoetida gum. Much of it comes from the city of Herat in Afghanistan. Numerous citizens of Herat make their living by going down yearly midway between the mountains and the Persian desert, after the rains clothe the plains with verdure, there, with much back-bending, to incise the Ferula root. From the incisions comes a milky gum, which, dried, forms the asafoetida of commerce.

Throughout history man has combed the out-of-the-way places for his drugs. It was the trade in drugs and spices which made Venice from the Thirteenth to the Sixteenth century the most important commercially and the richest city in Europe, and it was the loss of this commerce which caused her rapid decadence and the passing of her riches and her glory.

The story of Venice is so essentially romantic that to mention commerce in connection with it seems out of drawing. Yet it was as merchants that the Venetians were famed. The traffic in spices and aromatic drugs began to assume vast proportions in the Middle Ages, as the people of Europe became educated to a hunger for the spicy flavors of the East. From India and China and Persia came not only silks and laces, but, more important, spices and oils and drugs, and Venice was quick to realize the importance of having this commerce pass through her port.

The knowledge of medicines used by the Moors and Arabs, which was brought back by the Crusaders, helped to educate the people of many lands to the uses of balsams and spices of the oriental markets. The embarkation point for Palestine was Venice. The Venetian merchant marine profited well by furnishing transport service, and during the Fourth Crusade, finding the Crusaders unable to pay their passage money, the Venetians forthwith enlisted them as soldiers in a war against their Christian neighbors, the Dalmatians, and the Infidels got off scot-free!

Columbus Was After "Spices."

The monopoly of Venice was resented, as is inevitable; her prosperity was envied. This is why all the explorers of that period sought a short ocean route to India. Columbus, it will be remembered, sought the "spices of the Indies" rather than a new land. So from the hour when, on May 20, 1498, Vasco da Gama fulfilled the ambition of his Portuguese sovereign, blazed a new trail in the uncharted deep and sailed into Calicut, after rounding Cape of Good Hope, the commercial greatness of the Italian port was doomed.

When the news reached Venice that Portuguese carracks laden with spices had come into the harbor at Lisbon without the necessity of touching at Venice "the whole city was disturbed and astounded," says the ancient chronicler, Priuli, in his diary. They had ample cause for worry, for they faced the inevitable.

How Venice warred on Portugal; of the later wars between Portuguese, Spanish, Dutch and English to assert supremacy in the spice and drug trade; of the long voyages, with declination of the crews by pirates, by mutineers, and by the often fatal and always horrible scourge of scurvy—these tales belong to the heroic age of the seas, and have furnished inspiration to many a poet and novelist.

Well may poets sing of Drake and Hawkins, and Greenville, and Oxenham meeting, with their little 200-ton ships, the great galleys of Spain and defeating them! But the prizes they captured were galleons laden with cloves, and ginger, and pepper, and frankincense, and dragon's blood, and cinnamon, and when these cargoes were found they asked not for doubloons.

Motley, in his "History of the United Netherlands," emphasizes this point very well. "The world had lived in former ages," he says, "very comfortably without cloves." But in

the beginning of the Seventeenth century that odoriferous pistil had been the cause of so many pitched battles and obstinate wars; of so much vituperation, negotiation, and intriguing, that the world's destiny seemed to have become almost dependent upon the growth of a particular gilly-flower. Out of its sweetness had grown such bitterness among nations as north torrents of blood could wash away.

Aleppo a Shipping Point.

When Venice was distributing drugs and spices to the West, Aleppo, Syria, was the most important concentration point for the eastern goods, and it still helps to supply the druggist's shelves. Gum tragacanth—used as a source of mucilage in medicine and the arts—is one of the principal products sent from Aleppo today.

Concerning Aleppo there is some interesting correspondence in the records of the old English Muscovy company. Edwards, one of their factors, writing in 1568, said: "Therein are many Venetians . . . who buy gill, tallow, saffron, skins, cotton, wool . . . and also will serve us of all kinds of spices, we giving them sufficient warning to fetch it in the Indies and will deliver it to us in Shamaky."

And as there is nothing new under the sun, another factor tells about the light Russian oil which now, when it is refined, we prize so highly as a medicine: "There is a great river," he wrote, "which falleth into the Caspian sea by a town called Bachu whereunto which is a strange thing to behold. For there issueth out of the ground a large quantity of oil, which oil they fetch from the uttermost bounds of all Persia, it serveth all the country to burn in their houses. This oil is black and is called nyfte. There is also by the said town of Bachu another kind of oil which is white and very precious; it is supposed to be the same that is here called petroleum." Today men are competing for that oil as in his day they fought for cloves!

Camphor, which is important not only in medicine but in the arts and manufactures, was an example of efficient production and control of output. After the Japanese-Chinese war Japan obtained control of the Formosa camphor industry. Although the Formosa forests are practically inexhaustible, forestry measures were instituted for replanting and care of trees; 2,000 police were furnished to protect workers and large refining plants were built. Workers were paid a fixed sum. The distribution of the entire product was let by contract and the right of sale awarded an English firm, the latter contracting to conduct the sale of camphor in New York, London, Hamburg and Hongkong, and to accept from Japan a definite amount of camphor each year. Today a growing part of the camphor used in the West is being made in western laboratories.

Batavia's Days of Glory.

Batavia, as of old, is still a great export center for the spice and drug trade, as it was when it was fortified as the capital of the "Spice Islands," and was known as the "Queen of the East." In those days, when every sea voyage was a perilous undertaking, it was only natural that a warlike community should assemble in such a place. And so picturesque soldiers of fortune and adventurers from all parts of the world gathered about its canals and in its white walls, besides Dutch and Japanese, many Germans, Portuguese, French, Chinese and Moors; for, of course, being a Dutch city, it was intersected by canals, and, being a rich community, it was fortified.

With its picturesque and adventurous population, its quaint architectural scheme, and its gleaming snow-white ramparts outstanding like a finely chiseled cameo in the glare of the tropical sun against the turquoise ocean, it was a dream city of the departed days of piracy and buccaneering. A garrison of a thousand men was there in the Seventeenth century, and an equal number to guard the Dutch monopoly of the cinnamon trade in Ceylon. Today the old fortifications have crumbled; the old "city" proper is no more.

SEES EARTH OVERPOPULATED IN ABOUT TWO CENTURIES

Scientist Says If Increase Keeps Up There Will Be Shortage of Food.

London.—Visions of a time when there will be so many people that the earth will not be able to feed or support them are conjured up by Sir George Handley Knibbs, the Australian statistician.

"If the population of the world continues to increase at the present rate of 1 per cent a year it will within two centuries exceed the maximum which the earth can support or feed," he declares in his book, "The Shadow of the World's Future," recently published.

Sir George declares that the limits of human expansion are much nearer than popular opinion imagines. The difficulty of food supplies, he says, will soon be of the gravest character. The exhaustion of sources of

energy necessary for any notable increase of population or advance in the standards of living is near.

To show "how ominous the world's future is," Sir George points out that, while from 1800 to 1900 the rate of increase of the world's population was roughly 0.864 per cent, from 1900 to 1911 statistics for 26 countries gave a rate of increase over all of 1.150 per cent.

Year	Millions	Year	Millions
1928	1,950	2169	15,800
2008	3,900	2250	31,200
2089	7,800	2330	62,400

The figures for the years 2160, 2250, and 2330 are, he declares, not possible populations for this earth.

Calculations indicate that the earth might be able to feed a population of