

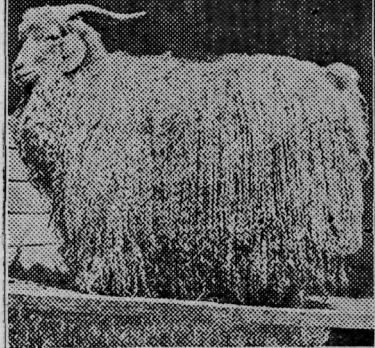
ALL AMERICA NOW RIDING THE GOAT

Popular Mohair Upholstery Made Only From Hair of the Angora.

The subject is usually associated with more or less unpleasant initiation ceremonies but did you know that millions of persons have been "riding the goat" on the railroads and have been enjoying the ride?

Every time you ride in a railroad car upholstered in genuine mohair you are literally "riding the goat" for the mohair is the fleece of the Angora goat, not cloth, moss or any other of the many strange products that some persons erroneously associate with mohair. There are many reasons why this material was chosen and has been so widely used on the railroad and some of them are unusually interesting because it has taken modern scientific methods to reveal them and they are new. For years people have known that mohair must be a good material or the railroads would not use such large quantities of it. Its mere durability and fast colors are by no means the only reasons why it is popular.

Here is one important factor that makes genuine mohair so popular for railroad and auto upholstery usage. The tiny, erect fibers of the goat's hair



The Angora Goat.

actually mesh with the clothing of the person in the seat and so help to hold him in a comfortable position and to keep him from slipping off the seat in case of a sudden stop.

At first thought, this does not seem to be so important but it is a vital safety matter, especially in the case of old persons and small children and if you have ever tried to keep a comfortable position in a chair that was too big for you and was covered with the old-fashioned horse hair, for instance, you'll realize anew how pleasant it is to feel the strong, friendly little fibers of the mohair, holding you in place.

Then, mohair doesn't make the clothing shiny as do some other materials. It also has less wear on them and these are important points in the mind of the traveling man especially as he would find his tailor bills considerably higher if he had to ride on hard, smooth seats on all his journeys.

Every service man and woman knows how easily real mohair is

Warning About Neglect Credited to Franklin

The authorship of the old saying about "for want of a nail a kingdom was lost," is attributed to Benjamin Franklin. In the preface of his "Poor Richard's Almanack for 1758," Richard Saunders, the name Franklin assumed in the writing, quotes a man named Father Abraham as saying: "And again, he Richard adviseth to circumspection and care, even in the smallest matters, because sometimes a little neglect may breed great mischief, adding, for want of a nail, the shoe was lost; for want of a shoe the horse was lost; and for want of a horse the rider was lost, being overtaken and slain by the enemy, all for want of care about a horseshoe nail." No historical incident of this nature is known, and it is believed that Franklin invented the story. In old school readers, Franklin's precept is given as follows: "For the want of a nail the shoe was lost; for the want of a shoe the horse was lost; for the want of a horse the rider was lost; for the want of a rider the kingdom was lost."