

BRANDS AND STANDARDS TEND TO DEVELOP
BETTER FOREIGN AND DOMESTIC MARKETS

Inspecting Butter Preparatory to Shipping It to a Foreign Market. Other Things Being Equal, Inspected Products Are Counted More Desirable Than Those Not Inspected.

Prepared by the United States Department of Agriculture.

There may be nothing in a name, but there is a lot in a brand, especially in the export trade. Practically all export business of food products is handled on a basis of branded goods. To a much greater extent than the American producer realizes foreign buyers make use of brands in purchasing products by cable, and importers in foreign lands depend upon brands in judging the quality of the products they handle.

There are three ways of buying goods for export. One way is by the use of samples of standard products, another by orders, often called, giving instructions to agents to buy products of quantities of certain branded products; the third method, by far the least used, is for an importer to visit foreign countries in person and select products wanted.

Advantages of Brands. In the United States the use of standard and of many copyrighted brands on domestic products has helped sell goods of various kinds and grades, wider distribution, the non-standard, unbranded products. Many concerns that have not developed any export business own copyrighted trademarks on products sold in home markets which they value among the chief assets of their business.

Of course it is not enough merely to use brands, but their use tends to come more and more to be backed up by quality in the goods so labeled. Especially in this time when products are so widely advertised. There are some commodities for which a brand is in itself an advertisement and when this brand becomes known among buyers as a guaranty of quality or standard, it tends to expedite the sale of the product.

Take butter, for example, of which the United States exported over 30,000,000 pounds during the first ten months of 1910. A large amount of American butter is shipped without inspection or grading; it is not handled so that foreign buyers know what they are receiving and as a result it does not sell as well as foreign butter. In fact, in some countries where inspection and branding are practiced, investigators in the dairy marketing division of the federal bureau of markets have found that unbranded butter from the United States, while selling freely during the present scarcity of butter in other countries, is not likely to retain a hold on foreign buyers after other countries resume exportation. In this fact is an important lesson not only for dairy interests but for other producers desirous of expanding their trade abroad. Copyrights, men cannot expect to develop a foreign market for their products unless they first establish reputations for their goods have done—standards or brands are a great aid in such business development.

Building a Foreign Trade. Before the war Denmark was a large factor in the international trade in butter. She has been famous for her dairy products for years, not only on the continent, but in South America, where even in out-of-the-way corners of the tropics travelers found the only butter available came in cans with a Danish label. New Zealand has built up a trade with Europe in butter through a government inspection service, and butter must measure up to certain standards before the inspectors will place their stamp upon it.

Inspection Service. This idea of inspected and branded butter is not new in the United States, for the federal department of agriculture has been inspecting interstate and canal zone shipments of butter for some time. This inspection, however, is not compulsory, and has not as yet been applied to export trade to any great extent. Recently a large purchase of butter for export was inspected by a United States government inspector at the request of the purchaser who bought the butter subject to inspection.

This is said to be the first time that inspection by any government has been asked for on any large amount of butter exports. Exporters to the United States who ship to Central America, the West Indies, and to the Philippines, and to the United States, are urged to have their butter and

have developed some trade there in recent years. If the United States is to keep its present export trade in dairy products and not suffer from possible competition in home markets, it is necessary to pay more attention to the quality of its products and make fuller use of brands and scores in handling its butter production. What applies to dairy products applies to many other lines as well.

SMALL HOUSES BEST
FOR CHICKEN FLOCK

Size of Building Should Be Governed by Number of Hens.

Smaller Breeds Being More Active and Restless Require About as Much Space as Larger Ones—Make Structure Square.

The size of the hen house should be governed by the size of the flock. From 40 to 50 seems to be about as many birds as are safe to keep together. With flocks of this size from four to five square feet of floor space should be allowed to each bird. This will suffice in most cases where careful attention is given to cleanliness and ventilation. If the fowls are kept in smaller flocks more floor space to a bird will be needed.

In sections where the climate is so mild that it is unnecessary to keep fowls confined, except for a few days at a time, less space to a bird should be sufficient. The smaller breeds, being more active and restless, require about as much room as the larger breeds. For the greater amount of floor space for the least cost a building should be square. Other things being equal, the nearer square a house is the less lumber it will take according to poultry specialists of the United States department of agriculture. However, it is sometimes out of the question to build a large house square. A building should not be so wide that the sun cannot reach the back of the house, otherwise it will be damp. Fourteen feet is convenient width. Build the house as low as possible without danger of attendants bumping their heads against the ceiling, for the low house is more easily warmed than a high one.

POOR HATCHES ARE COMMON

Condition of Eggs Previous to Hatching Is an Important Factor in Cause.

Poor hatches are common with poultrymen, but what causes them is a much discussed question. The answer depends on a great variety of circumstances. The condition of the eggs previous to hatching is no more apt than the incubation to be the cause, although many are inclined to think it does produce the same results, says the United States department of agriculture. When eggs fail to hatch, first see whether the breeding stock is kept under the best conditions, tend to produce strong, fertile germs in the eggs; next, whether the eggs have been handled properly before incubation; and lastly, whether the conditions were right during incubation. When an incubator is used a daily temperature record should be kept of each machine. The operator can then compare the temperature at which the machines have been maintained. The machine may prove of value in the future, especially if the brooder records can be checked back against those of the incubator.

NEVER PLOW UNDER MANURE

When Seeding Field to Clover Fertilizer and Digging Leave Much to Conserve Moisture.

Never plow under manure or fertilizer when seeding a field to clover. The manure and digging leave an excellent mulch on the surface of the ground which conserves moisture, especially during the hot dry weather in midsummer.

Latest Markets

LIVE STOCK—DETROIT.

Best heavy steers, \$11.25@11.75; best heavy weight butchers steers, \$10.25@10.75; mixed steers and heifers, \$9.75@9.25; handy light butchers, \$7.50@7.75; light butchers, \$7.00@7.25; best cows, \$8.25; butcher cows, \$6.75; cutters, \$5.50@6.00; canners, \$4.50; best heavy bulls, \$8.50; bologna bulls, \$7.50@8.00; stock bulls, \$7.00@7.50; feeders, \$5.50@6.25; stockers, \$7.00; 8.25; milkers and springers, \$6.00@6.50.

Calves. Best grades, \$20@21; common and heavy, \$10@12.

Sheep and Lambs.

Best lambs, \$13.50; fair lambs, \$12.50@13.50; light to common lambs, \$12.50@13.50; fair to good sheep, \$12.00@13.50; culls and common, \$8@7.

Hogs.

Pigs and mixed grades, \$18; heavy, \$18.50.

LIVE STOCK—EAST, BUFFALO.

Cattle—Prime shipping steers, \$11.00@11.50; best shipping steers, \$11.50@12.00; medium shipping steers, \$12.00@12.50; Canadian heavy steers, \$12.50@13.50; Canadian steers and heifers, \$10.50@11.50; best native yearlings, \$9.50 to 10.00 lbs., \$12@13; light native yearlings, good quality, \$12@13.50; best handy steers, \$11@12; fair to good kind, 10.50@11; handy steers and heifers, mixed, \$11@12; western heifers, \$11@11.50; state heifers, \$10.00@11; best fat cows, \$10@11; butcher cows, \$8@9; cutters, \$6@7; canners, \$4.50@6.25; fancy bulls, \$9@10; butchering bulls, \$7.50@8.50; common bulls, \$6.50@7.50; best feeders, \$6.00 to 10.00 lbs., \$8.50@9.00; medium feeders, \$5@6; stockers, \$6.50@7; light common, \$4@6.50; best milkers and springers, \$10@15; medium, \$6.50@9.

Sheep—Top lambs, \$20@20.25; yearlings, \$17@18.25; wethers, \$15@16; ewes, \$14.50.

Calves—Tops, \$21.50; fair to good, \$17@20; grassers, \$6@8.

GRAIN AND FEED.

Wheat—Cash No. 1 red, \$2.55; No. 1 mixed, \$2.53; No. 1 white, \$2.53; No. 2 red 3c and No. 3 red 6c under No. 1 red. White wheat 2c under red.

Corn—Cash No. 3, \$1.95; No. 2 yellow, \$1.95; No. 4 yellow, \$1.85; No. 5 yellow, \$1.85; No. 6 yellow, \$1.85.

Oats—Cash No. 2 white, 58c; No. 3 white, 57c; No. 4 white, 56c.

Rye—Cash No. 2, \$1.75.

Beans—Imperial and prompt shipment, \$5.50 per cwt.

Barley—Cash No. 3, \$3.35@3.25 per cwt.

Seeds—Prime red clover, \$3.25; April, \$3.25; alsike, 50c; timothy, \$2.40.

Hay—No. 1 timothy, \$33.50@34; standard, \$32.50@33; light mixed, \$32.50@33; No. 2 timothy, \$31.50@32; No. 3 timothy, \$27@28; No. 1 mixed, \$21.50@22; No. 1 clear, \$21.50@22; fine straw, \$12.50@14; wheat and oat straw, \$12.50@14 per ton in carlots.

Flour—Fancy spring patent, \$14@15; fancy winter patent, \$13@14; second winter patent, \$12.50@13; winter straight, \$11@11.75 per barrel.

Feed—Bran, 55c; standard middlings, 57@58; fine middlings, 58@59; coarse cornmeal, 56@57 cracked corn, \$7; chop, \$6 per ton in 100-lb sacks.

FARM AND GARDEN.

Cabbage—Texas, 7@8c per lb.

Potatoes—\$2.75 for 150-lb sack.

Honey—White comb, \$2.35@2.50 per lb.

Onions—Indiana, \$17@17.50 per 100-lb sack.

Calves (dressed)—Fancy, 26@27c per lb.

New Potatoes—Bermudas, \$18@17 per 50-lb.

Celery—Bunch, 90c@91; Florida, 1.45@1.50.

Dressed Hogs—Best, 20@21c; heavy, 17@18c per lb.

Tomatoes—Six-basket carrier, packed, \$7.50@8.

Lettuce—Iceberg, \$2.75@3 per crate, 14@15c per lb.

Apples—Western, boxes, \$4@4.50; Baldwin, \$3@3.50; Greening, \$3.25@3.50; Steels Red, \$3.50@4 per box.

POULTRY.

Live Poultry—Spring chickens, large, 38@40c; Leghorns, 36@37c; hens, 42@45c; small hens, 35@41c; roosters, 42@45c; geese, 20@25c; ducks, 40@45c; turkeys, 44@45c per lb.

BUTTER AND EGGS.

Detroit—Butter: Fresh creamery, 42@45c; fresh creamery, 1-lb bricks 43@45c.

Eggs—Fresh eggs, 44@44.12c per doz.

Cheese—Michigan flats, 21@22c; New York flats, June make, 21@22c; Michigan single flats, 28c; brick, 29@32c; long horns, 31@32c; Wisconsin double daisies, 28@31c; Wisconsin twins, 25c; Limburger, 24@25c; domestic block Swiss, 26@27c; domestic white Swiss, 26@27c per lb.

Skin Worth \$10 a Square Inch. Goshen, Ind.—Goshen, college students responded when a call was made for men to provide skin for grafting.

The story of Bur. R. Throckmorton, Goshen photographer, who was as badly scalded when he fell into an uncovered steam vat that he hovered between life and death for weeks. The manure and digging leave an excellent mulch on the surface of the ground which conserves moisture, especially during the hot dry weather in midsummer.

Suits for Wear and Tear



In choosing a suit for spring, the first point to decide is the sort of service expected of it. If ability to stand wear and tear is the main consideration, both materials and design must bespeak these, and there are numbers of new models that promise to be as efficient as they are attractive. The choice of a new suit depends upon, upon what one already has in a one-piece dress or suit—the really acquired to be of a little different character, since there are such attractive varieties in the new models. The radical new departures in style are to be found in formal suits, while those for general wear vary in outline, but abide by the rules for street wear—simplicity and trim lines. Two very practical offerings of the tailor, show what may be expected when a demand comes from the general utility suit. One of these models, a checked wool in brown and black, has a skirt that narrows a very little toward the bottom and closes with a wide over-lapped seam at the back. Six bone buttons set on this seam, above the hem, finish the top of the skirt, which is really a brief this spring. The coat is as interesting. By means of folds on the bias, it accomplishes a fluted effect with a wide border at the bottom of the bias folds. Folds extend from this border over the shoulders and down the front, and make the military collar and turned-back cuffs. The belt uses folds both straight and blue and in two widths and continues to be very cleverly put together with bone buttons accenting its novelty.

Crepe jersey, novel in itself, makes a good beginning for the straight-line suit in gray, which the plotter can forth so clearly. A handsome scarf worn with it is comfortable for early spring and easily paired with in warm weather.

Vogue of Small Hats Assured



ALTHOUGH there is as much hat in the hats as in the dresses for spring, the vogue of small hats for street wear is assured. But there is a very wide range of styles, from the old-fashioned round hats, topped and off-the-face or "pushed-back" brims, Vels, or suggestions of the veil in trimmings, are featured in the showings, and in the latest, swastika effects hold a strong position. There is a very striking material used in these swastika effects which has the appearance of a coarse hair net.

Satin crepe—that is, satin having a luster or polish instead of its usual sheen—is attractive for early spring and is best liked in black. Military "patent leather"—which is glossified oil cloth, makes very smart street hats and is shown in black and white and often in combination with dave and other materials. Narrow, flat brim, silk or satin with chenille applied in rows, and hats of narrow ribbons are shown in every comprehensive display among the first hats of the spring.

In contrast with the crown in four sections and in squares about the velvet-covered brim. A big chenille hat looks at home on this rich ribbon. The last hat, of corded satin and of white ornament on top, adds fifty per cent to its trim class by attaching a smart veil to have and to hold until the day of spring hats is past.

Newly fitted dresses of plain color are enhanced only by exquisitely dainty details of embroidered tulle of net lace and of orzanella.

Metallic cloth made into long plain folds answers the purpose of brand in the round hat at the left of the group and a silk braid might be substituted

FIND THE CAUSE!

It isn't right to drag along feeling miserable all side. Find out what is making you feel so badly and try to correct it. Perhaps your kidneys are causing that troubling backache or those sharp, stabbing pains. You may have morning lameness, too, headaches, dizzy spells and irregular, light action. Use *Doan's Kidney Pills*. They have helped thousands of ailing folk. Ask your neighbor!

A Michigan Case

Mrs. John McDonald, 1119 Fourth St., Escanaba, Mich., says: "Some years ago kidney trouble made my life miserable. My back was so sore that I couldn't straighten up to save my life and my whole body ached. My kidneys were weak and irregular in action and my hands and feet were swollen and if I pressed my fingers into the flesh a dent remained for quite some time. Six boxes of Doan's Kidney Pills soon cured me."

Get Doan's at Any Store, 60c a Box. **DOAN'S KIDNEY PILLS** FOSTER-MILBURN CO., BUFFALO, N. Y.

Answer That Was No Answer.

George M. Cohn was cross-examining applicants for parts in one of his new productions.

"Can you dance?" he asked of a young chap who had been waiting an hour.

"Sure," replied the candidate.

"Can you sing?" continued Cohn.

"Well," replied the other, "I can sing as good as you can."

"But I asked you," retorted Cohn, "can you sing?"

WAS BADLY RUN-DOWN

FROM PNEUMONIA

Mrs. Washburn quickly regained her strength and flesh.

"I had gripped, followed by pneumonia. It left me with a terrible soreness in my chest, constant pain in my throat and so weak and nervous I could neither eat nor sleep. I had a chill every morning."

"One day a young man told me how Mike Emulsion had got him out of bed and built him up after he had been reduced to a skeleton and given up by the doctors. So I tried it. I have gained in strength, appetite and flesh, sleep better than I have for years, am doing all my own work again and feel like a new person."

"The beauty about Mike Emulsion is that it doesn't wear out like most things, and is so pleasant to take. It is a food as well as a medicine and builds up the blood and tissues. It surely put new life into me. I have the most beautiful complexion I ever had."—Mrs. M. Washburn, 22 Central, Cal.

It costs nothing to try Mike Emulsion. It will build you up more quickly, more surely than anything else.

Mike Emulsion is a pleasant, nutritive food and a corrective medicine. It restores healthy, natural bowel action, promotes appetite and puts the digestive organs in shape to assimilate food. Chronic stomach trouble and constipation are usually relieved in one day.

This is the only solid emulsion made, and so palatable that it is eaten with a spoon full of cream.

No matter how severe your case, you are urged to try Mike Emulsion under this guarantee—Take six bottles home with you, use it according to directions, and if it is not suited to the requirements of your body, your money will be promptly refunded. Price 50c and \$1.25 per bottle. The Mike Emulsion Co., Terre Haute, Ind. Sold by druggists everywhere.—Adv.

Not Honestly Acquired.

"Poverty is no crime."

"I agree to that. Neither is wealth, necessarily."—Louisville Courier-Journal.

GRUMPY?

If Constipated, Bilious or Headachy, Take "Cascarets"

Brain foggy? Blue devils got you? Don't stay sick, bilious, headachy, constipated. Remove the liver and bowel poison which is keeping your head dizzy, your tongue coated, your breath bad and stomach sour. Why not spend a few cents for a box of Cascarets and enjoy the nicest, gentlest laxative—Cascarets you ever experienced? Cascarets never gripe, sicken or inconvenience one like Salts, Oil, Calomel or harsh Pills. They work while you sleep.—Adv.

A free or two and a few shreds about a house make a great difference in its appearance either winter or summer.

When ingratitude comes to us it is usually a lesson that we may not shoulder other people's problems.

A mail crawling without a pause, would occupy fourteen days six hours to travel a mile.

COLD'S breed and Spread INFLUENZA

KILL THE COLD AT ONCE WITH

HILL'S CASCARA QUININE

BROMIDE

Standard cold remedy for 30 years. Kills colds, cures influenza, relieves a cold in 24 hours—relieves grip in 3 days. Money back if it does not. Contains no harmful drugs. Box 10c. Sold by all druggists.

At All Drug Stores