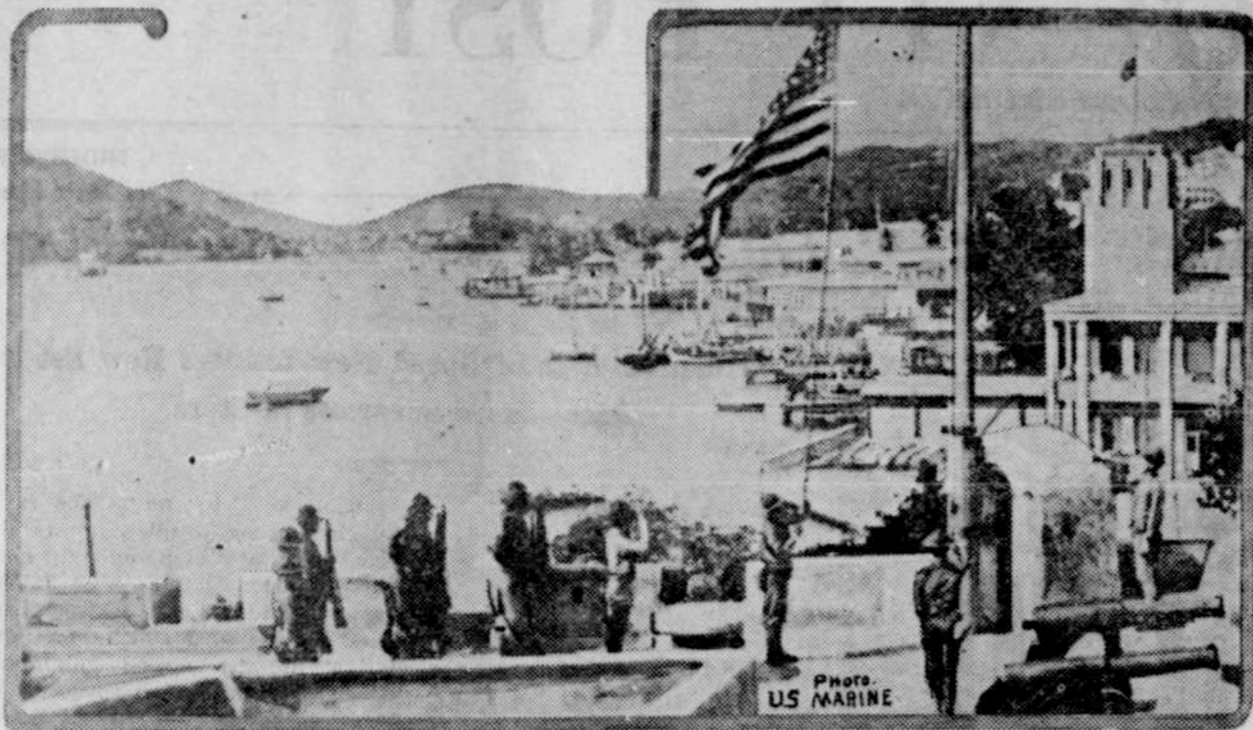
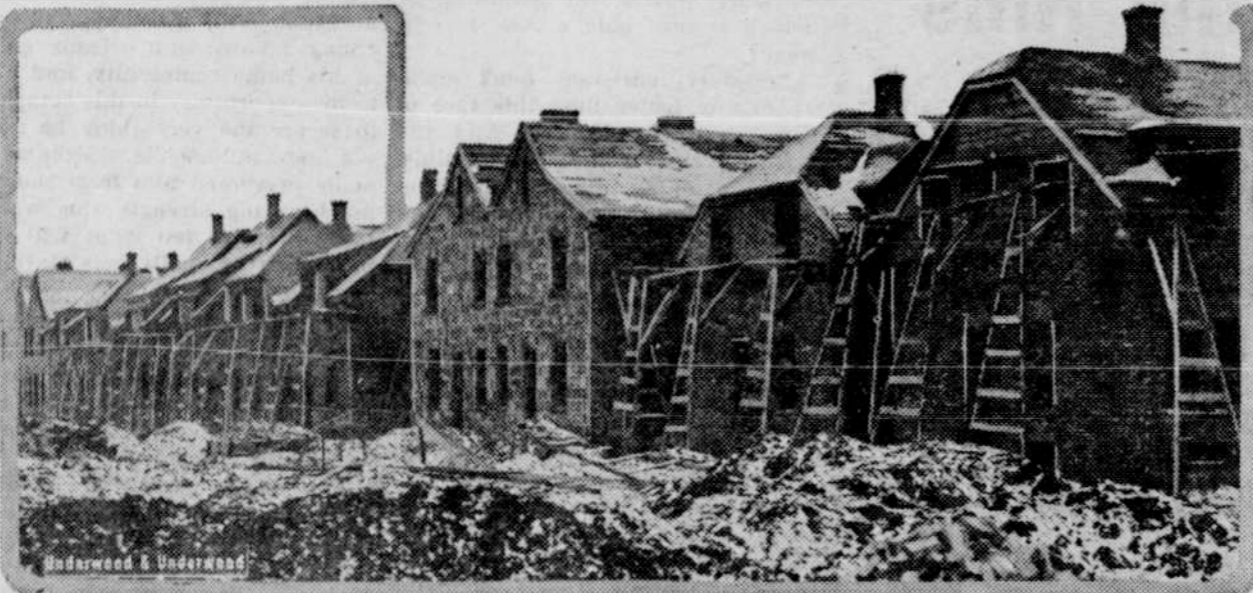


## MARINES RAISING STARS AND STRIPES AT ST. THOMAS



United States marines raising the Stars and Stripes over the fort at St. Thomas, once a stronghold for pirates. This "paradise of Jolly Rogers" is now guarded and policed by men of the marine corps.

## SOLVING THE HOUSING PROBLEM IN CHICAGO



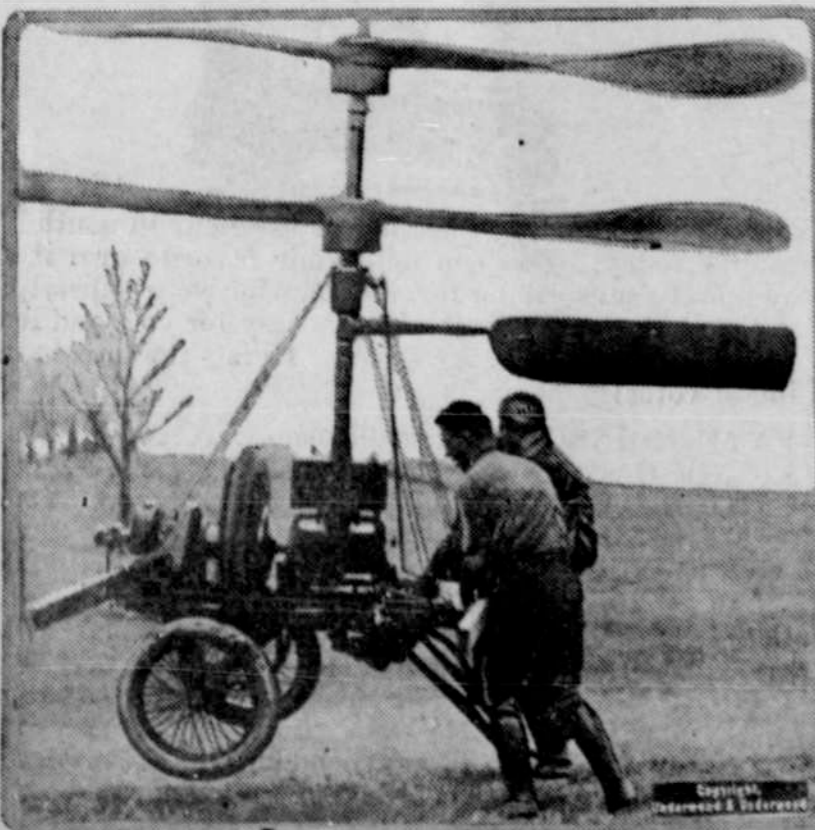
A group of big business and real estate men of Chicago have formed the Chicago Housing association to project plans for building homes at cost, to be sold to the public at cost. Members of the Chicago Housing association, made a tour of inspection of the new homes which the association is constructing at Pleasant Gardens on the South side. One hundred and seventy-five houses, all fireproof, are to be erected by the association. About sixty are nearly completed at the present time. These homes will be sold to the wage earners at cost, approximately \$4,000, on a basis of 10 per cent cash and the balance within 15 years.

## RETURNING TREATY TO PRESIDENT



By a vote of 47 to 37, the rejected treaty was returned to the president. Left to right: W. L. Van Horn and G. A. Sanderson, secretary of the senate, who is carrying the defeated document to the executive office of the White House.

## SOLVES LANDING PROBLEM OF PLANES



The "Gyrocopter," Henry A. Berliner's new machine that is designed to enable an airplane to rise or descend on a very small area. This machine, which will operate independently when tilted forward, will fly horizontally. The tilting is accomplished by changing the center of lifting pressure.

## SLAYS MOUNTAIN LION



Mr. J. W. Howell with the mountain lion he killed. Mr. Howell was watching a full-grown cow elk which he had approached to within 20 feet, when this mountain lion leaped upon the elk and killed her, and Mr. Howell then killed the lion.

## FRANCE'S GREATEST BEAUTY



Mlle. Lucille Bataille, selected by a committee of prominent politicians, artists, and theatrical managers as France's most beautiful girl, during recent contest at Hotel de Ville. She was awarded prize after careful selection from almost 1,000 contestants, and crowned as the queen of queens.

5,868 Filipinos Served in Navy. It is not generally known that 5,868 Filipinos have served in the American navy.

# DAIRY FACTS

## MUST MAKE BETTER BUTTER

Imports Emphasize Impressive Lesson for Dairymen—Foreign Competition Active.

To meet foreign competition, dairy farmers of the United States must be able to produce a better quality of product and produce and market it more economically and more efficiently, according to specialists in the bureau of markets, United States department of agriculture.

Arrivals of shipments of Danish butter are already affecting prices on the New York City market. Argentina is producing nearly three times the amount of butter and cheese consumed, and some of the surplus may be expected to come to this country or compete with our products in foreign countries. Before the war Siberia was rapidly extending its dairy industry and when conditions become settled in that country it may be expected to come back as a factor in the world's market. Recently there have been signs of interest in dairying in South Africa, and the industry as developed in New Zealand and Australia must be reckoned with.

If the dairy products manufactured in the United States are of a better quality than those from other countries they need not fear competition. Canada's cheese industry illustrates this. A strict system of government supervision in the training of cheese makers, in the operating of the factories, and in the grading, marketing and exporting of the product, exists there. This has tended toward an improvement in the quality of Canadian cheese until it ranks with the finest on the English markets.

The dairy industry in Argentina has grown rapidly since the beginning of the war. Before the war butter ex-

## 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 cabled, giving instructions to agents to buy specified 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 trade-marked goods of quality have enjoyed wider distribution than 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 today is coming more and more to be backed up by quality in the goods so labeled. Especially is this true where products are 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 grade, it serves 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 1919. 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 in foreign markets as butter from countries where inspection and branding are practiced.

Investigators in the dairy marketing division of the federal bureau of markets has 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 also other producers desirous of expanding their trade abroad. Creamery men cannot expect to develop a foreign market for their products unless they establish reputations for their goods just as manufacturers in other lines have done—and 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 in the United States who ship to Central America usually use brands on their butter and

have developed some trade there in recent months.

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 More Apt Than Incubation to Be Cause.

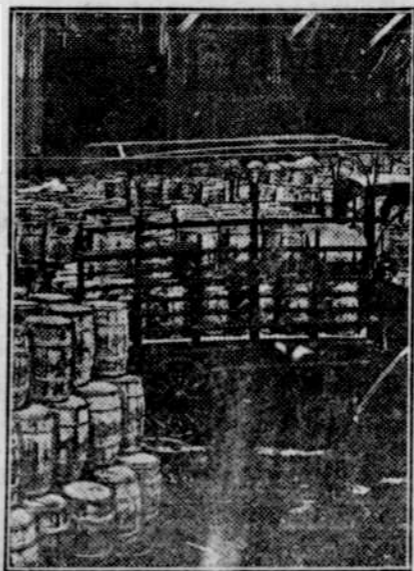
Poor hatches are common with poultrymen, but what causes them is a much discussed question. The answer depends on a great variety of circumstances. The condition of the eggs previous to hatching is more apt than the incubation to be the cause, although improper handling in either case will produce the same results, says the United States department of agriculture. When eggs fail to hatch, first see whether the breeding stock is kept under conditions which 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. This 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 Disking Leave Much to Conserve Moisture.

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



Part of One of Shipments of Danish Butter Arriving in New York Which Have Caused American Dairy Interests to See the Possibility of Growing Foreign Competition.

ports from that country totaled 3,262 tons a year; in 1918 they were five times that. Cheese exports were far exceeded by the imports in 1913. Now the conditions are reversed—over 6,000 tons of cheese being exported in 1918. Today most of these exports are going to European markets, but should conditions become favorable it may be expected that some of these will come to this country. The bureau of markets warns dairymen to be prepared to meet this competition.

## CANS BETTER THAN BUCKETS

Most Convenient for Collecting Milk at Barns and Conveying it to the House.

Milk and cream from even a few cows can be much more conveniently handled in regular milk cans than in the shallow pans and wide-mouthed buckets commonly used. Cans are convenient for collecting the milk at the barn and transferring it to the house. These cans may be bought in various sizes. For handling cream and skim milk where separators are used, or even where cream is set to sour for buttermaking, the "shotgun can" is very convenient. It can be easily covered and set in water and is convenient to handle.

## DIFFICULT CHURNING CAUSES

Among Other Things Cream May Be Too Thin and Temperature May Not Be Right.

Difficult churning may be due to several factors: Too thin cream. It should test between 30 to 35 per cent fat. Wrong churning temperature of the cream. Sixty degrees is about right. In a few instances it may be due to the action of certain germs. In some instances it may be due to feeding foods which produce a large percentage of hard fats. Sour cream churns easier than sweet cream.