

## 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 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.

## ROAD BUILDING

DRAINAGE IS BIG ESSENTIAL

Chief Requirement of Good Earth Road is Drainage—Keep Crown Properly Dragged.

It can be truthfully said that drainage is the chief essential in putting earth roads into proper condition. An old Scotchman, an expert road builder, aptly said that the three requirements of good earth roads are drainage, more drainage, and still more drainage. The roads must not only have good surface drainage but must also have good under drainage. Surface drainage is secured by proper grading, adequate side ditches, and by keeping the crown of the road properly dragged. Stretches of road that do not dry out quickly must be under-drained by tile.

The drag must be used after each rain, if the best results are to be secured. Don't go on the road while too muddy, let it dry out slightly; it should be wet enough, however, so it will not



Several of the Grain Belt States Annually Expend Over \$3,000,000 in Constructing and Maintaining Roads, Bridges and Culverts.

crumble, but smear. When properly used, the drag brings a thin layer of earth toward the center of the road which is rolled and packed between the wet periods. If too much crown is secured by dragging, the angle of the drag should be reversed.

Getting the earth roads graded, ditches open, well drained, and properly crowned by dragging is about all that can be done until the people are ready to surface the road with gravel, broken stone or some other surfacing material.

## GREAT 1920 ROAD PROGRAM

Necessary for Many States to Postpone Expenditure of Federal Funds for Building.

David F. Houston, secretary of agriculture, in his annual report, calls attention to the fact that the 1919 program for federal aid road building is greater than any previous annual road-building accomplishment in this country. It is so great, in fact, that it undoubtedly will be necessary for many of the states to postpone until 1920 the expenditure of the federal funds, because of the necessity of developing experienced contracting and engineering organizations from the stagnant conditions brought about by the war. Under the terms of the federal aid road act, the apportionment to a state for any one fiscal year remains available for expenditure until the close of the succeeding year. It is estimated that funds already provided will be sufficient to finance next year a program more than four times greater than that which has ever been undertaken.

## GOOD MARKET IS REQUISITE

Prime Essential for Successful Diversified Farming—Bad Roads Are Drawback.

Farmers sooner or later learn the desirability of diversified farming. Perhaps no cause hinders farming of this description so much as bad roads, for the prime requisite for successful diversified farming is a good market. This market may be either a nearby town or a city, or a distant market which requires railroad transportation.

## ADVANTAGE TO AGRICULTURE

Time Saved in Hauling Over Improved Roads Really Reduces Cost of Transportation.

One of the great advantages of improved roads to agriculture is the time saved in hauling, which in reality amounts to a reduction in transportation costs.

## Instruments for Pruning.

In pruning, use sharp instruments, and make a clean, smooth cut. A bruised or splintered cut disfigures the tree.

## Trees May Need Fertilizing.

Orchard trees, like other crops, often are greatly helped by the judicious use of fertilizer.

## Worthy of Good Place.

The strawberry is certainly worthy of a very important place in any home orchard.

## ORCHARD TOPICS



## PRUNE PEACH TREE HEAVILY

Will Induce Correspondingly Large Amount of New Wood Growth. Knowledge Essential.

Peaches are always borne on wood that grew the previous season. Therefore, after a peach tree reaches bearing age it is essential so to manage it as to induce a fairly liberal growth each season.

As a general proposition, very heavy pruning will induce a correspondingly large amount of new wood growth. It follows that the weaker-growing varieties should be pruned more heavily, relatively, than the very strong-growing sorts.

The growing of an open-headed tree is not merely a matter of keeping the top well thinned out. The position of the branches can be controlled and directed to a marked extent by the manner in which the pruning is done.

Heading in a tree from year to year, and pruning with a view to producing an open, spreading, low-top results not only in the development of strong, stocky limbs well able to sustain heavy loads of fruit, but it brings a large proportion of the top near the ground where much of the fruit can be harvested without the use of step-ladders. The man who prunes a fruit tree during its first years must have a pretty clear conception of what the tree is to look like when it reaches maturity, and he needs to know from the beginning what is necessary each time it is pruned in order to develop the tree which forms his mental vision. A well-formed plan, based on a knowledge of the underlying principles of pruning, is essential if the operation is to be anything more than a haphazard removal of branches that appear to be in the way.

## CODLING MOTH IS CHECKED

Control of Injurious Insect More Effective Last Year Than for Several Seasons.

When the apple crop of the country was harvested last fall, it was apparent that control of the codling moth had been more effective last year than for many seasons past, according to deciduous fruit specialists of the bureau of entomology, United States department of agriculture. Because of the unusually high value of the apple crop, the specialists expect that the results obtained will stimulate similar thorough work another year.



Codling Moth, the Cause of Wormy Apples.

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## SPRAYING FOR LEAF-HOPPER

Solution of Nicotine Sulphate With Little Soap Added Is Effective to Kill Pest.

A 40 per cent solution of nicotine sulphate used at the rate of one part of the sulphate to 1,500 parts of water, with a little soap added, forms an effective spray for the apple leaf-hopper. As this pest frequently stunts apple trees, it would be well to watch for it and kill it as soon as it makes its appearance.

## EGGS OF TENT CATERPILLAR

Deposited in Masses Around Small Branches of Apple Trees—Cut Them Out and Burn.

The eggs of the tent caterpillar are deposited in masses around the small branches of apple trees and the winter is passed in this stage. Watch for them while pruning your orchard and cut out these egg masses and burn them. This will prevent future loss and effect a complete control.

## Travel on Good Roads.

In New York state, where millions have been expended on road improvement, it is said that it is now possible for one to travel in an automobile three straight months without leaving improved roads.

## Transformation of Road.

Although employed usually as a phase of maintenance work, dragging is in many cases a means of gradual transformation of a road from a mere trail into a well-shaped hard-surfaced, and "fast" road.

## FARM ANIMALS

BEEF ANIMAL FOR HOME USE

Unprofitable Cow or Heifer That Does Not Promise to Be Good Producer May Be Killed.

The farmer buys more beef than he takes from the farm. Only about 10 per cent of meat furnished by the average farm is beef. In the North and West the average consumption of beef per family is nearly 300 pounds and in the South it is less than 100 pounds.

The beef animal killed for home use, suggest specialists of the United States department of agriculture, may be a beef steer or an unprofitable cow, or a heifer that does not promise to be a good producer and would not bring a good price for beef on the market. Very little veal is killed on



Most Farmers Buy Beef From Village Butchers Who Operate Wagons in Country.

the farm for home use. Much of the beef bought by farmers is bought in the summer from village butchers who operate meat wagons or cars in the country. On the average farm there are no facilities for keeping fresh meat during warm weather.

## STEER-FEEDING EXPERIMENT

Cottonseed Meal and Velvet Beans Used With and Without Addition of Shelled Corn.

In a steer-feeding experiment conducted last year on the government farm at Beltsville, Md., four lots of two-year-old steers were fed. The purpose was to compare cottonseed meal and soaked velvet beans when used with and without the addition of shelled corn.

The addition of corn to a ration composed of corn silage, cottonseed meal and wheat straw did not pay. The addition of corn to the ration of velvet beans and corn silage was profitable.

The lot receiving corn silage and soaked velvet beans with a small quantity of cottonseed meal as an appetizer produced the most economical gains and showed the greatest profit, even though the daily gains and the selling price of the cattle were lower than those of any of the other lots.

## TO DOUBLE VALUE OF STOCK

President of Michigan Association Wants Every Farmer to Agree to Use Only Purebreds.

St. Joseph county, Mich., plans to double the value of its live stock within three years. Current activities to accomplish the purpose are described by William T. Langley, president of the St. Joseph County Live Stock Breeders' association, in a statement he has furnished the United States department of agriculture.

"We want every man," he declares, "to give us a pledge to use nothing but purebred sires."

"We have a sign in the making that reads 'Purebred Sire Farm' that we want posted on every farmyard gate. 'We want nothing but high grade and purebred females.'"

A general association has been organized that includes the members of the various breeding associations and also all breeders of grades that pledge to use only purebred sires.

## GROUND RYE BEST FOR PIGS

It is Better Mixed in Equal Parts With Middlings, Ground Oats, Barley or Corn.

It is generally recommended that rye be ground for feeding to pigs. It is best mixed in equal amounts with middlings, ground oats, ground barley or corn. If the mixture is placed in the self-feeder, care must be taken to see that there is a good supply of water available for the pigs. They should have continual access to salt also.

## LIVE STOCK NOTES

The higher the breed of cattle, the better is the beef.

There is no danger of a good grade of tankage spreading hog cholera.

A good bull is just as good as a stag as far as market value is concerned.

Horses are as poor as their feet. Always examine this section of their anatomy when a sale is in prospect.

## 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-



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 3,202 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 skimmilk 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.