

**FOR CHEAPER MILK.**

**Duplication of Effort in Delivery an Economic Waste.**

Milk wagon routes in large cities trace and "crisscross" one another, thus adding to the cost of distribution. This duplication of effort has a direct bearing on the retail price of milk, as it increases the expenses of the milk dealers. On the other hand, it is also a tax upon the farmer, for it tends to keep down the price paid for milk on the farm. It must be understood, however, that much of the waste in milk delivery under the present system can not be entirely prevented, because there are so many dealers in each locality and competition is keen. According to the dairy experts of the department, efforts should be made, nevertheless, by the dealers to concentrate their business as much as possible, so as to lessen the distance traveled by the wagon for each quart of milk delivered, by securing a large number of customers in a small area.

The accompanying table presents in concrete form the data which are now being prepared by the department on the distribution of milk in some of the large cities. In the District of Columbia 98 routes were measured. The shortest distance traveled by any wagon was 10.4 miles and the longest was 30, showing a considerable variation. The average distance for the 98 wagons was 19.1 miles. When these measurements were made there were approximately 510 miles of streets in the District and 250 wagons were making the retail deliveries of milk. Figuring that each of these wagons traveled 19.1 miles, they all covered 4,775 miles each day, or 9.3 times the sum of all the streets in the District. Thus the time of about 8 of every 9 wagons was used economically. More than 80 dealers were making the deliveries.

The present trend in retail business seems to be toward the small package. A few years ago many kinds of food were sold in bulk which at present are purchased, to a large extent, in small packages. The same trend is noticeable in the retail milk business, there being a greater demand for pint bottles than for quart in the five large cities recently studied by the department—Boston, Washington, Pittsburgh, Philadelphia and Baltimore. Seventy-four dealers in these cities handled daily about 260,000 quart bottles and 361,000 pint bottles. About 41 per cent of the total bottled milk of these dealers is handled in pints.

It takes considerably longer to wash and fill two pint bottles than one quart; moreover, it costs nearly as much to deliver a pint as it does a quart bottle of milk. One dealer, who handles quarts only, says it would take the profit from 1 quart of milk to make up for the loss on 1 pint, yet, as the figures show, there is a surprisingly large number of pints handled by some dealers.

**Where Do the Bottles Go?**

The loss of bottles is a perplexing problem to all dealers and, in the aggregate, the total amount of money lost reaches great proportions in a year. The life of a pint bottle is much shorter than that of a quart, which is computed to last from 6 to 50 trips, the average being 22.5 trips. If the dealer delivers 10,000 bottles daily, and they cost him 3½ cents each, his daily expense for replacing bottles would be \$35.55, or \$5,875.75 a year. It is necessary to use small bottles for some kinds of trade, as, for instance, the hotel or restaurant trade, where the guests are served milk in the bottle, but the cost of delivery and the loss of bottles in connection with this trade is usually small. In some sections of the cities customers often feel unable to buy more than a pint of milk at a time; this has a tendency to cut down the consumption of milk. Other families are so small that they require no more than a pint.

If a pint sells for more than half the price of a quart, as is often the case, then buying by the pint is the more expensive method for the consumer, as he pays the extra cost of delivery. If there is no difference in price, then the extra cost of delivery comes out of the profits of the dealer. The small local community stores often handle large quantities of milk, and here, too, the greatest demand is for pint bottles.

On account of the convenient size there is also more temptation for the customers to appropriate a pint bottle instead of the quart for the preserving of vegetables and fruits, and for other purposes. Although in most places this is contrary to law, yet it is often done without any feeling of guilt on the part of the housewife. Not all bottles, however, are lost or broken, large numbers being simply mislaid. Some get into the hands of other dealers, some are dumped into the ash barrel by persons ignorant of their value, while others are lost.

In some instances milk-bottle exchanges have been established; these are either owned and operated by the milk dealers or by an independent company. Establishments of the different dealers are visited regularly, and all stray bottles brought to the exchange headquarters, where they are washed, sterilized and assorted. The price paid by the dealer to the exchange varies from one-fourth to one-half a cent. The object is simply to aid the dealers in recovering their bottles, and they can well afford to pay the small price asked by the exchange for this service. It does not, however, do away altogether with the large loss of bottles incident to the milk business. Junk dealers and employees on city garbage and refuse dumps very often return large numbers of bottles to the milkmen; in fact, in one city the milk-bottle exchange recovered, in three years, about 1,500,000 bottles from the refuse dumps.

The city consumer of milk can greatly aid the dealer by cleaning and returning promptly every bottle received. The bottle should be washed in clear, warm water, then in very hot water, and stood wrong side up in a clean place to dry. This, done by the housewife, is particularly a saving when the dealer or dairymen operates only a small plant and does not have the outfit for rapid cleaning. Milk left in bottles to get sour or to putrefy adds to the dairymen's cost for cleaning them, and the same is true when a little milk is allowed to dry in the bottle, especially in the angle around the bottom.

Another way in which the consumer can cooperate is by quickly removing

the milk from the doorstep or porch where the heat from the sun is likely soon to effect it. The farmer and the dealer, if they have done their part in keeping the milk cold, can not be held responsible if the consumer fails, immediately upon receipt of the milk, to put it into the refrigerator. A few hours' exposure to the summer heat soon brings the temperature up to above 50 degrees F., where the bacterial content increases rapidly. The department's experts advise keeping the milk, as much as it is practicable, in the

original receptacle in which it is received, and at a temperature of between 40 and 50 degrees F., thus aiding in keeping down the great summer waste caused by the souring of milk.

**Galloway-Yak Hybrid in Alaska.**  
No breeds of dairy or beef cattle have as yet been found hardy enough to stand the winters in the interior of Alaska without excessive expense for food and protection against cold. As a result milk sells for 50 cents a quart and the beef that is consumed in the

country consists almost wholly of cold-storage meat brought from the outside, although occasionally a herd of steers is driven in from the coast, the trip to Fairbanks taking a month or six weeks. To partly remedy this situation it is proposed by the Alaska Experiment Stations to cross the yak and the Galloway with the hope of producing an animal hardy enough to withstand the severe conditions in interior Alaska. This was suggested by the fact that the yak, which is much used by the Mongolians for meat and milk, as well as

for work, is extremely hardy, obtaining his feed through the long and extremely cold Mongolian winter practically without assistance. According to the director of the Russian experiment station at Irkutsk, Siberia, the yak pastures through the winter under the open sky and obtains feed from last year's dead grass dug from under the snow. Crosses of the yak and ordinary domestic cattle are easily obtained and are common in Mongolia, where they seem to thrive under primitive and severe conditions.

**Industrial News.**  
Warren Construction Co. receive contract to pave Virginia Avenue in North Bend.  
Hood River will have a free municipal swimming pool.  
Shoddy postage stamps are being put on the market by Postmaster General Burleson at the price formerly paid for stamps of decent texture.  
Wisconsin syndicate pays \$750,000 for timber land in Lincoln county.  
Construction of jetties on the Susquehanna will begin this season.

# find "yours"

Get all the smoke-pleasure you pay for.  
Find the right cigarette—a SENSIBLE one that fits your own likes and dislikes.

## It may or may not be Fatima

—but this will help you find it.

Tastes differ—in fashions, foods and pretty girls.

Also in cigarettes.

A cigarette that started out to please every man's taste would end up by pleasing none.

Most of us like our cigarette smoke deliciously cool and refreshing. The Mexican likes his hot and dry, with a nice little peppery sting in it.

Some men like a cigarette wholesomely, fragrantly mild. Others of us hunt for a cigarette almost as heavy as a black cigar.

Most of us want an "easy" cigarette—a SENSIBLE one, so that no matter how steadily or how many we smoke, we'll feel as fit as a fiddle. Other men, though, don't care about that. They smoke only a few—so they want a kick like a mule's in each puff.

All of us want our smoke "full-bodied"—it must satisfy that smoke-hunger. But the cigarette that just fills the bill for you may not do at all for your next-door neighbor.

★ ★ ★

Somewhere—among all the brands on the market—is the one just-right cigarette for YOU!

Maybe it's the very one you have now in your pocket—but are you SURE? Maybe it's some entirely "different" cigarette—it may or may not be Fatima.

But "find it!" Until you do, you're cheating yourself out of a whole lot of smoke-pleasure. Also you're wasting some money.

### How to Find "yours"

To avoid blindly trying too many different cigarettes, ask yourself, first of all, this question:

"Just what do I like in a cigarette?"

If you smoke only a few every day, you may prefer a cigarette which is rather rich or heavy and "oily." Or you may like one which has a rather strong "oriental" taste with a pungency almost like perfume. Or you may want a cigarette with that noticeably "sweetish" Egyptian

flavor. But if you smoke quite often—if you would like to smoke whenever you feel like it and without any effect on the tongue or throat or any fear of a heavy or "heady" feeling afterwards—then you should choose some cigarette such as Fatima, a cigarette composed of all-pure tobaccos of considerable aroma, mellowed by being aged and carefully blended to produce a fragrant and wholesomely mild, yet "full-bodied," smoke. And the smoke must be noticeably COOL. For otherwise your tongue or your throat will soon signal you to stop smoking so often.

If you will ask any Fatima smoker, he will tell you that Fatimas never make him "feel mean"—no matter how many he smokes.

That is why Fatimas are considered the most sensible cigarette by such a large majority of smokers. And that is probably the main reason why hardly any Fatima smokers ever switch! They like a sensible cigarette—and one with a good, pure taste to it.

### But the Taste is up to You

All cigarettes are pure, but when it comes to the taste, nobody can help you choose. You simply have to decide for yourself.

Of course, Fatima's taste may not appeal to you. But most men who try Fatimas like the taste so well that they seek no further—otherwise Fatimas could never have won and held their enormous and growing leadership amounting to over one and a half BILLION cigarettes a year.

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The one purpose of this advertisement is to ask you in a fair and square way to give Fatimas (20 for 15c) a good trial. If they don't happen to suit your taste, you'll quit smoking them of course. But if you like Fatimas as well as MOST men do, you'll be mighty glad you read this advertisement—and ACTED ON IT!

Below are two simple tests which you can easily make and which may help you find your sensible cigarette.

It may or may not be Fatima. But be fair to yourself and find "yours."

**Liggett & Myers Tobacco Co.**  
Largest cigarette manufacturer in the U. S. as shown by Internal Revenue reports.

Copyright, 1915, Liggett & Myers Tobacco Co.

no foundation for the story that within past unchallenged and unhampered.

### TWO TESTS FOR ANY CIGARETTE

The taste of the cigarette—according to a leading tobacco journal—is up to the tongue. But there are other qualities that you should look for in the cigarette that you are going to stick to for your steady smoke. Here are a couple of tests that may help the average smoker to choose more wisely between different kinds of cigarettes.

The first test is for coolness, which means more comfort to the throat and tongue. Light a cigarette. Draw in a cloud of smoke—a small, ordinary puff is not sufficient to make this test. Let it "float" around against your tongue and throat. Now blow out the smoke. If the cigarette contains a high grade of mild tobacco leaves, combined in just the right proportion, it will always feel cool and smooth both to your throat and to your tongue.

On the other hand, if the proportions are not right and if the cigarette contains inferior grades of tobacco or hidden strands of rank, oily leaf, you will feel a nipping sting at the tip of your throat, or that "sandpaper tickle" in your throat.

Test number two—How do you feel after smoking all day? If the tobaccos in the cigarette include a correct proportion of mild grades—and if all of the various grades have been properly mellowed as to bring out the best qualities in each of the different types of tobaccos, you will be able to smoke practically whenever you feel like it through the day without feeling any effect from it. But with another cigarette in which the blend is less skillful, even though the tobaccos are of the highest grade, you will find along towards the end of the day that you are likely to have that feeling of having "smoked too much."

Clip out these tests and try them on Fatima

FATIMA was the Only Cigarette Awarded the Grand Prize at the Panama Pacific International Exposition.