

THE DRUDGERY OF BUSINESS

Merle Thorp in Nation's Business. A man of wit is not incapable of business, but above it," sang Alexander Pope, adding that an adventurous spirit was too good to be put to "this drudgery."

Two centuries have passed and the Popes of today make the same indictment. They too, are misled by the sensitive concern of business men to appear matter-of-fact. We like pains to conceal sentiment behind a mask of materialism. We are ashamed about the joy of our tremendous job of making the world more comfortable.

Romance in business. Adventure in factory layouts? Poetry in a production schedule? Fascination in a sales quota? Mystery in a balance sheet? Chivalry in buying and selling? Heroics in per cents? Ridiculous!

Yet, underneath the hard-boiled exterior, the successful business man recognizes and enjoys the stirring adventure of which he is a part. For in every stride toward a higher civilization are the romantic figures of resourceful men, who, like great poets, have kept their hands on the present and their eyes on the future.

Roaring cataraacts put to the making of light and power. Mountains pierced to give speeding trains right of way. Plant food plucked from the air. The sky made highways of commerce. Nations joined by an eagle spark leaping across the ocean. Domestic drudgery assumed by laundry, bakery and factory. Ice by wire, "lumber" from sugar cane, silk from wood. An automaton, handing out merchandise with a "thank you" at the drop of a coin.

Of such is the true essence of romance. The quality of poetry is in all fine projects, big or little. "Why, that man Harriman," exclaimed a discerning European, "supposed to be so hard-boiled, that man is a great poet! Only, he rhymes in ralls!"

Whether the rhyming be with ralls, with stipes, with sealing wax, with groceries, with dry goods, or whatnot, the feeling of great poetry is in all honest work, is in all business that has sincerity and depth of purpose.

The spirit of romance still finds expression in the work-a-day world, and no poetic soul is above the "drudgery of business."

Business has its adventures no less renowned than the trail blazers and pathfinders of frontier days.

Arduous today is in forge and farm and mine and bench and counter. This drudgery of business! Drudgery of body or mind? Wrong, on both counts. Business is making the very word drudgery archaic.

The case might rest on the abolition of drudgery. That in itself is an adventure too noble to be compressed within Pope's narrow measure. Its meter is scaled to the magnitude of nature, to the wistful wants of a whole world.

Unappreciated Scientist.

From the Detroit News. Occasionally a man is found who seeks truth with no intent to market. The world never sufficiently honors such.

Dr. Abram F. Joffe, director of the Roentgen Institute and the Physical Technical Institute of Leningrad, Russia, wrote a book entitled "The Physics of Crystals," telling the results of study and experimentation upon which he spent 25 years. The work was recently brought out in this country, and a friend of the scientist says of it:

"Discouraged by those in authority over him; forced to suppress the manifest conclusions to be deduced from his brilliant investigations; hampered by war, revolution, poverty, even hunger, and finally by the burning of manuscripts containing the results of over 20 years Herculean effort nevertheless, Professor Joffe rebuilds his complex structure."

This research worker is but one of a group of individuals who love truth for its own sake. The works of such men are not widely known. They never are among the best sellers. Their royalties never amount to much. And yet they form the basis of achievements which bring other people fortunes. Physicians of this turn of mind make public their discoveries for the benefit of mankind. Scientific investigations in the employ of the government, drawing but meager salaries, have to surrender inventions which might, if exploited, be worth millions.

There is a fine inspiration in considering the lives of those who want something worth while with sufficient zeal and earnestness to be above the purchase price of the market place. Such find their compensation in values above estimate in dollars and cents.

"Girls were harder to kiss in your days, weren't they, grandpa?" "Well, maybe; but it wasn't so blame dangerous. The ol' parlor sofa wasn't apt to smash into a tree just about the time ye got all puckered up."—Catalina Island.

Polly: Really, we wouldn't be driving to California, if Uncle John hadn't cleaned up that fortune in crooked dough.

Kate: What was he, anyway, a counterfeiter?

Polly: Oh, no, a pretzel manufacturer.—Reserve Red Cat.

Just Convalescing. Teacher: Now, don't you think your daughter's voice is improved? Father: Yes; but it's not cured.

"But how will I know when I come to the cross roads?" "You can't miss the place. It has only five filling stations."—Motorland.

UMBRELLA COLLECTOR. From London Answers. A very absent-minded man, accompanied by his wife, was returning home from the theater.

As they reached the door of their suburban home the man clutched his wife's arm.

"Now who is absent minded?" he cried triumphantly, producing two umbrellas from under his arm. "I've forgotten your umbrella, but I've mine and yours as well!"

The woman gazed at him pityingly.

"Idiot!" she exclaimed. "Neither of us had one."

OF INTEREST TO FARMERS

WINTER FEEDING

The dairyman who does not have a supply of either roots or silage for winter feeding is badly handicapped.

Making silage out of corn that is in the glazing stage adds no feed value to the corn provender thus stored, but it causes less to be lost from it. Such corn cut and cured in the shade and without rain falling upon it carries as much nutritive matter and often more than silage, but it does not supply that succulent approach to green grass that silage does.

Mangels or other root-crop feeds bring about the same results as a part of the winter ration. Many of the best beef cattle herdsmen and sheep fitters think that root feeding brings a desired firmness and springiness of flesh which cannot be secured by feeding silage.

The dairyman with a herd of cows which have freshened in the fall can maintain an excellent flow if he has good hay, grain and silage or roots. He does not have hot weather and flies to harass his cows and lower their milk flow.

It is not surprising that the good dairyman has his cows freshen in the fall, since it gives him the high milk flow during a season when he can control and keep uniform his rations and stable appointments. Then, too, winter is the time when dairy products bring the best prices, for a large proportion of the population of milk producers have their cows freshen in spring and do not supply silage, roots or even good dry rations. For that reason the heaviest supply of dairy products is offered in spring and summer and the light supply in fall and winter.

Roots are the poor man's succulent feed supply. They require no silage cutter or crew. They require no expensive building to house them and they bring results. They do require manual labor to harvest and feed to cows, but it can all be done by the family and over a much longer season than the filling of the silo.

BEST CROSS FOR LAMB

Experiments have been conducted for some time in cross breeding to determine the merits of the various rams used.

One hundred and twenty pure bred Rambouillet ewes were carefully selected for uniformity of age, type, size, conformation and fleece qualities. When brought into the testing yards they weighed an average of 126.5 pounds.

Six rams were secured, all registered, but of the average quality used by progressive sheepmen. The breeds were Southdown, Shropshire, Hampshire, Suffolk, Romney and Rambouillet. Each of the rams was bred 20 of the ewes and managed so as to have the lambs all dropped in January. The ewes and lambs were all kept in one flock, under exactly the same conditions of feed and care.

When the lambs were finally graded into standard market breeds the test showed:

The Southdown lambs—16 raised—weighed an average of 75.5 pounds, grading 43.75 per cent. choice, with average value of \$10.03 for all. Shropshires—24 lambs—weighed 76.7 pounds, grading 41.7 per cent. choice, with average value of \$10.07. Hampshires—22 lambs—weighed 76.3 pounds, grading 3 per cent. choice, with average value of \$9.13. Suffolks—13 lambs—weighed 81.6 pounds, with average value of \$9.05. Romneys—19 lambs—weighed 77.5 pounds, grading 36.8 per cent. choice, with average value of \$9.25. Rambouillets—21 lambs—weighed average 70.1 pounds, grading 19 per cent. choice, valued at \$8.83.

The Suffolks bred the smallest number of lambs, 13, which, however, made the greatest weight, but graded only 3 per cent. choice. The Southdowns also bred only 16 lambs, but made 78.5 pounds weight and the high percentage of choice grade, which put them at the top in value.

It is the intention of the college to continue the influences which cause these discrepancies—the individualism of the ewes or the rams.

AVOID OVER FEEDING

As the pasture season ends and the dairy herd is placed on winter rations there is need for close attention to the quantity of feed allowed.

If grain has not been fed during the pasture season it is well to start in with a mixture which is quite bulky and not too rich in protein. Overfeeding should be avoided. The first indication of indifference toward grain should induce the herdsman to reduce the allowance. All unconsumed feed should be removed in the morning and the manger swept clean before the evening ration is given. If silage is fed with the grain the unconsumed portion becomes stale and unpalatable.

Cows vary markedly in their ability to consume feed. Aside from the matter of economy of production, the appetite of the different individuals must be considered. Sudden changes in the ration will induce digestive disturbances in some animals much more readily than in others. The change from the outside to winter quarters should be watched carefully.

WATER FOR COWS

Observing dairymen have found that cow drinks about four pounds of water for each pound of milk she produces. It takes 20 gallons of water for a cow milking 40 pounds a day.

As winter sets in the dairyman must give heed to these demands of his cows. Water is one of the cheap commodities that farmer uses. It must be supplied to the cows in enormous quantity.

Of course the approved method for watering cows is by means of the individual water bowl. This

THE HATCHING EGGS

When selecting eggs for hatching choose those of medium size, perfect shape and having shells that are evenly colored, instead of spotted or streaked with two shades, as this denotes uneven thickness of the shell.

SAME WITH ALL STOCK

Never feed your sheep mummy hay or rotten grain. Give them plenty of good, sound, wholesome food.

INSPECTION PAYS

Your sheep may be suffering with the trouble without your knowing it. Keep the wool clipped away from the eyes.

gives a supply for the cow to use as she chooses. Those farmers who have their barns equipped with these devices have noted the frequency with which the cows drink—at all hours of the day and night.

Another method of watering cows during cold weather is to use the continuous cement manger and allow the water to flow past the cows. This takes a lot of labor. If the cows are watered before grain feeding they are impatient for the grain and do not drink sufficiently. If they are fed before watering, the man must wait till they eat, then sweep the manger clean before the water runs in; otherwise the drains will become clogged.

The third and most common method is to give the cows access to a tank. A water tank should never be put in the barn. It keeps the barn damp and cold and effective ventilation is impossible. Locating the tank in the lot meets this criticism but presents other difficulties. The water in an outdoor tank will freeze. Of course a tank heater meets this criticism as long as pains are taken to go out into a blizzard and start a fire in the heater in time to melt the ice. This detail is often omitted.

Furthermore, the boss cows crowd round the tank and the timid ones are whipped away. It is doubtful if a cow that has just been chased out of a warm barn into a blizzard will stand up to a windswept tank long enough to drink her fill, even if the water is heated. It is also probable that such exposure is harmful.

BUTTER 'STYLES' CHANGE

Butter styles are changing and the consumer no longer favors a product that has a deep yellow color. Indeed, in some of the eastern markets, and particularly in New York City, the consumer is likely to consider a highly colored butter not a high grade product but a decidedly inferior one.

At one time butter makers aimed at a product that had plenty of color in it. Consumers looked askance at light colored butter, fearing that it was adulterated with lard or vegetable fats or else lacking in richness.

Now the pendulum has swung entirely in the other direction and full grass butter, which has a deeper natural color, no longer brings a premium for storage purposes. Butter produced in winter has about the right amount of color to suit the average eastern urban consumer nowadays. If the present tendency continues, the time may come when it will be feasible to color butter light instead of giving it a deeper tint.

Lightly salted butter, like light colored, now has the preference. Butter that contains from 2 to 2½ per cent. of salt suits the majority of metropolitan consumers. Butter that contains more than 2½ per cent. salt is likely to be discriminated against.

While other cities are not quite so selective in their butter preferences, the general tendency seems to be toward lighter color and less salt. It pays the large creamery and the individual farm butter maker alike to study consumer tastes. Butter that is made according to the fashion of the time always brings the best price.

A GOOD NEST

We must have the right kind of nests if we hope to produce clean eggs and get top prices for them. Furthermore, nests insufficient in number and improperly constructed may develop the habit of egg eating, especially among pullets when they come into the permanent house in the fall.

Probably the best nest for average use is one 12 inches high and wide and at least 14 inches deep. These are best made in sections of four, six or eight nests. They can be built without backs and set against the wall of the laying house. They can be placed two or three tiers high, the first tier being set about 18 inches from the ground.

For ease in cleaning and getting rid of parasites, the bottoms of the nests can be made of ¼-inch cellar window wire.

The birds enter the nests from the front by jumping onto a hinged landing, a board about 3 inches wide and 1 inch thick which lets down in front of the row of nests. At night we may hook up this landing platform, thus keeping the birds out of the nests. A board 3 inches high nailed along the front of the nests at the bottom keeps in nesting material. Shavings are probably the best nesting material.

ELEVATOR PAYS

Cribbing and binning grain and corn, whether it is harvest time, corn husking time or shelling time, is a much easier job and can be done a great deal quicker by means of a portable elevator than in other ways. The change from the outside to winter quarters should be watched carefully.

IF THEY BRING MOST

On a farm of 100 acres or over it pays much better to sell sheep as mutton instead of stock for other people.

TRY THIS ONCE

There is no one thing that does a farmer more good than to travel among the successful farmers in other sections of the country and study their conditions, study their system of crop rotations and how they market their products.

FEEDING THE SHEEP

If you notice the sheep stretching itself frequently and standing with its legs far apart it is a sure sign that it has had too much dry feed. A warm, dry bran mash, with two tablespoonfuls of raw linseed, will generally remedy the trouble.



Not only delicious but there's lots of energy in KARO

FROM the calories in food we get energy to work hard.

Karo is not only a delicious food—but it has great energy value.

There are 120 calories per ounce in Karo.

Karo immediately supplies muscular energy.

No digestive effort is required

as in the case of many other staple foods.

Karo has almost twice the energy value of eggs, lean beef, weight for weight—and it costs less money, too.

Serve lots of delicious Karo to the entire family—especially for the children.

Keep them all strong, healthy and happy.



DELICIOUS ON PANCAKES

Smashing the Atom.

Will nature provide the pressures necessary to smash the atom?

Three German scientists experimenting in Switzerland hope to attain pressures up to 30,000,000 volts. They use a wide-meshed wire net having an area of 700 square yards. This is hung between two mountain peaks at a height of about 250 feet, and is supported by long chains of insulators. In a lightning-proof metal but there is a spark gap which can be lengthened until the electrodes are 15 feet apart. One of the electrodes is connected with the wire net aerial, and during a storm the sparks jump across the gap at the rate of about one per second.

A Correction.

Mr. Laurels—Does it not move you strangely to watch the moonlight shimmering on the lake?

Miss Gazippe—You said it! But, say, you mispronounce that word. Didn't you mean, "the moonlight shimmering on the lake?"—Kansas City Star.

Helping Father.

Father—No, sir, I won't have my daughter tied for life to a stupid fool.

Suitor—Then don't you think you'd better let me take her off your hands! —Pathfinder Magazine.

Manchuria now produces nearly four-fifths of the world's supply of soy beans, which are used in making soap paints and varnishes.

Machine made—political hauls.

10 minutes ago-

Neal's Mother Has Right Idea



Within a few months there will be no more feverish, bilious, headachy, constipated, pale and puny children. That prophecy would surely come true if every mother could see for herself how quickly, easily, and harmlessly the bowels of babies and children are cleansed, regulated, given tone and strength by a product which has proved its merit and reliability to do what is claimed for it to millions of mothers in over fifty years of steadily increasing use.

As mothers find out from using it how children respond to the gentle influence of California Fig Syrup by growing stronger, sturdier and more active daily they simply have to tell other mothers about it. That's one of the reasons for its overwhelming sales of over four million bottles a year.

A Western mother, Mrs. Neal M. Todd, 1701 West 27th St., Oklahoma City, Okla., says: "When my son, Neal, was three years old he began having constipation. I decided to give him California Fig Syrup and in a few days he was all right and looked fine again. This pleased me so much that I have used Fig Syrup ever since for all his colds or little upset spells. It always stops his trouble quick, strengthens him, makes him eat."

Always ask for California Fig Syrup by the full name and see that the carton bears the word "California." Then you'll get the genuine.

The Effect.

"Did her singing have any after effect?" "Rather, I felt like going after a shotgun."

When a man doesn't feel well he invariably says that he has been working too hard



How many people you know end their colds with Bayer Aspirin! And how often you've heard of its prompt relief of sore throat or tonsillitis. No wonder millions take it for colds, neuralgia, rheumatism; and the aches and pains that go with them. The wonder is that anyone still worries through a winter without these tablets! They relieve quickly, yet have no effect whatever on the heart. Friends have told you Bayer Aspirin is marvelous; doctors have declared it harmless. Every druggist has it, with proven directions. Why not put it to the test?



Cuticura Talcum Powder

For the Toilet and Nursery

A Talcum Powder worthy of bearing a name that has become famous all over the world for sustained quality and purity for fifty years. You will be delighted with its fragrant, medicated efficiency as a cooling, soothing addition to your toilet, and as a sanative, antiseptic, deodorizing protection to your skin.

An Ideal After-Shaving Powder.

Sold everywhere. Sample free on request. Address: "Cuticura," Dept. B5, Malden, Mass. Cuticura Soap and Ointment 25c. each