

**Pan-Pacific Advertising**

**Meeting to Be Held in June**

Honolulu, T. H. (UP).—A Pan-Pacific conference on advertising and marketing will be held in connection with the annual convention of the Pacific Advertising Clubs association at Honolulu in June.

In a statement issued in connection with the plan to enlarge the sphere of the annual meeting A. Carman Smith, president of the association, expressed belief that the conference will be an epochal event in the history of organized advertising.

"The westward trend of commerce has now reached the point where the commercial interests of America are extending recognition to the tremendous market of the Pan-Pacific countries which in turn are making a strong bid for American business," Smith said.

"Such conferences, international in character, should bring about the more intelligent development of our commercial and social intercourse with our neighbors bordering on the Pacific. The Honolulu convention is a distinct opportunity to bring about this better understanding, establishing as it will, a common meeting ground for commercial interests at the annual convention of the Pan-Pacific Advertising Clubs."

"The magnitude of the task we are undertaking is fully appreciated but I believe we will have the fullest co-operation of the commercial interests of all the countries concerned and of the various governmental bodies," Smith's statement declared.

**Woodbury County Leads**

From The Iowa Homestead.  
Some of our readers may not know that the leading alfalfa county in Iowa is Woodbury, the county in which Sioux City is located. This county, according to recent reports, has 26,139 acres of alfalfa. The second county of Pottawattamie with 18,870 acres; Sioux county is third with 16,823 acres; and Plymouth county fourth, with 15,130 acres. The reason why these counties lead in alfalfa acreage is undoubtedly largely due to the fact that their soils are well stocked with lime. It is a great advantage to the farmer to have a soil naturally well supplied with lime. Yet while lack of lime is a drawback it is one that can be easily overcome and at little expense compared with the benefits derived from the growing of this great forage crop.

Many farmers are in the habit of considering an expenditure of \$5.00 to \$8.00 an acre for liming as almost prohibitive, largely because it is an unusual investment with which few farmers up to this time have had any experience. Take a farm on which the soil is too acid to grow alfalfa or sweet clover successfully and the expenditure of \$10 an acre for liming will easily come back the very first year it is ready to produce these crops. When looking at an investment in liming from this standpoint, no one will hesitate to make it. The returns from liming, where lime is needed, are more certain than from almost any other investment that can be made on the farm. The lime is at hand when Iowa farmers must give more attention not only to the maintenance of soil fertility, but also to increasing it.

A soil that is well adapted for alfalfa will average three tons of hay per acre, which is fully a ton more than one can reasonably expect from the common clovers and that extra ton will more than pay for the liming cost. Where sweet clover can be introduced into the rotation with oats and then plowed under the following spring for corn from 15 to 20 bushels will be added to the corn yield. When we realize that one application of lime this can be carried on for a period of 10 to 15 years, the wisdom of investing in lime is apparent. Whatever can be added to the yield per acre from soil treatment comes pretty near being net profit.

There are thousands of acres in Iowa that can be equally benefited by a dressing of superphosphate (acid phosphate). For not only are the legumes benefited by phosphatic fertilizers, but so are also such crops as corn and small grains.

**FANTASY OF THE RED MEN**

Where the red man paused, his thirst to slake  
By the crystal waters clear;  
Where he gazed on the mirror  
Of the haunts of deer—  
Now only the haunt of deer—

In fancy you see the shining glint,  
Where the flaming sunset glows,  
Of harness of old, of copper tint,  
And graceful arch of their bows.

Down the vista formed by arching  
Trees—  
A m. hum Corot gem—  
The leaves, just stirred by the passing breeze

For—the headdress worn by them.  
The colors merge into wraithlike smoke,  
And the red man fades from sight,  
The golden forms by the sun bespoken  
Glide onward into the night.

As the purpling clouds, like mustangs  
Pass  
By them through the afterglow  
They pass through the gleaming portals  
Of day

But leaving one golden bow.  
The golden bow beams back from the lake,  
While a twilight star peers down;  
And the red deer comes, his thirst to slake,  
A form from the rosy town.

—*Florence A. Houdlett in the Christian Science Monitor.*

**Important**

From Pearson's Weekly  
"Are you sure you have shown me all the principal parts of this car?" asked the fair prospective buyer.  
"Yes, madam, all the main ones," replied the dealer.  
"Well, then, where is the depreciable?" My husband told me that was one of the biggest things about a car."

**Sighted**  
After some 30 padlocks had been snapped on Broadway cabarets, the chief attorney received a phone call from an irate owner, who demanded why his place hadn't been padlocked.  
"We haven't investigated that far yet," replied the D. A.  
"Well, then, come right up," shouted the owner. "I want some free publicity."

**Q.** Is the star, Betelgeuse, larger than our sun? P. R.  
A. It is about 100 times the volume of Betelgeuse is 50,000,000 times that of our sun, but its mass is only about 50 times that of the sun.

**OF INTEREST TO FARMERS**

**MODERN INCUBATOR HOUSE**

Artificial incubation has made rapid strides during the past decade. With this progress has come not only improvement in types of incubators but marked improvement in the construction and design of buildings or rooms in which incubators are operated. There are certain fundamental principles which must be considered carefully in building a room or building in which to successfully operate the modern incubator. The requirements of such a room are fourfold.

First, it must be possible to maintain an even, uniform, correct temperature. Secondly plenty of ventilation must be possible and must be at all times under control. Thirdly, arrangements must be possible to maintain the desired moisture content, and lastly, the room be of sufficient size and so located that there is adequate bench room for traying eggs, sorting chicks and shipping them.

In discussing the question of temperature it must be remembered that the temperature within the incubator itself must be maintained uniformly at the desired degree of heat. If the temperature in the incubator room itself is subject to wide variations, it becomes impossible for the self-regulating temperature devices on the incubator to function properly and wide variations of temperature are apt to take place within the machine. This seriously impairs the efficiency of the hatch and the vigor and vitality of the chicks. Low incubator rooms should be provided with auxiliary heat so that in periods of severe cold weather it is possible to hold the room at the desired point.

Just what is the desired temperature varies somewhat with types of machines operated, but in general it can be said that an incubator will operate the most satisfactorily at a temperature approximately 65 to 70 degrees. It is possible to operate incubators in rooms much colder than this and even in rooms somewhat warmer, but the above mentioned temperature is ideal and gives most satisfactory results. It must be remembered that of even greater significance than the exact temperature maintained is the question of having the temperature at all times uniform; that is, subject to slight, if any, variation.

Ventilation, or the facilities provided for changing air in the incubator room, is very essential, especially where large machines with immense incubator capacity are packed into a limited cubical content. Growing embryos within the egg require an abundance of fresh air and oxygen. This can only be provided by insuring an abundance of fresh air and oxygen in the room itself, so that it can pass into the machine in the normal process of ventilation provided in the incubator itself. Again, growing embryos give off large amounts of carbon dioxide and poisonous gases, which must be carried off promptly and their place occupied by fresh oxygen laden air.

The ventilation which is provided must be brought about without strong drafts blowing on the incubator, for wherever a cold draft hits the machine it is bound to cool off that particular section or part of the incubator. One of the best methods of providing ventilation is to have the incubator building equipped with a systematic, well planned ventilating system. This should consist of suitable intakes protected with bafflers, so that air which comes in does not come into the cellar in a stream but it broken up and diffused, and then regular outtakes, provided usually with chutes through the roof, which through the chimney effect created form a suction which pulls the foul air out of the cellar.

Another method which is quite commonly used in long cellars is to take fresh air in at one end or one side in baffler protected openings and suck the air out at the other end or on the opposite side by means of suction fans electrically operated. These are quite inexpensive, considering the efficient way in which they change the air in the cellar. It is possible with a little calculation to determine just the size of fan and size of opening which may be necessary to change the air in the cellar completely in a given length of time. The time required will depend entirely upon the number of eggs incubated in a given volume of space.

The moisture question is one which should always receive careful consideration and can easily be controlled if the incubator cellar is rovided with cement on concrete floors and if hose connection is available, so that the floor can be sprinkled when the atmospheric conditions in the cellar become exceedingly dry. The amount of moisture necessary to add will depend entirely upon the general atmospheric conditions prevailing out of doors, and upon the altitude and location of the building.

In extremely dry places and in warm, dry weather, it is always well to sprinkle the floor two or three times a day. During periods of damp weather and in low, moist locations, it may not be necessary to sprinkle the floor. Here is a point where one has to use a great deal of judgment and study the eggs carefully to see that the right amount of evaporation is going on continuously.

Lastly, the incubator room or building should be large enough so that in addition to providing space for the incubators, there is adequate room available with suitable shelves and benches or tables for traying up the eggs before they are placed in the incubator, for sorting, grading, and boxing them, addressing them, tying them up, and shipping them. These are general principles which apply to the incubator room or building, and the importance of each will vary materially depending upon the egg capacity which the incubator room is to have.

While the operator of the small incubator will not be concerned with some of these commercial aspects of the situation, he must, however, provide the same fundamental principles, and in this regard it can be said that in general the small individual incubator is much better operated in a basement than in a room above ground, for under those conditions uniform temperature conditions, more or less uniform moisture conditions and the proper ventilation can easily be maintained, whereas a room above ground is apt to fluctuate greatly in regard to all of these factors.

**GETTING EXTRA BUSHELS**

Here is some homely philosophy from a practical farmer, who has been doing some thinking along with this farming. The thinking was started some years ago when he began to keep a few simple records of some of his farm operations. This gradually expanded into keeping accurate accounts of the cost of producing everything raised on the farm. Sometimes ago a neighbor asked the man the following question: "Why do you use phosphate on your wheat?" The reply was, "I grow a few cheap bushels." Then he added "I figure that, one year with another, the bushels that I can get without fertilizer, cost about what I can get for them on the market—I just about break even. But the extra bushels I get from the fertilizer are 'cheap' bushels. Take my crop this year. I made nine more bushels of wheat to the acre by fertilizing. Those nine bushels cost me only \$2.75 for fertilizer or about 30 cents each, plus a few cents for twine, extra work and threshing. Each bushel of the nine will make me about \$1 clear profit. It's easier for me to figure my profits from fertilizer when I do it like that."

Isn't that good reasoning? Isn't it a fact that profits come in just that way. Isn't it also a fact that the same reasoning can be applied to about everything on the farm? It doesn't take a Philadelphia lawyer to understand that sort of philosophy, and yet how many actually carry such convictions into practice? It is just six weeks since we talked with a Tama county, Iowa, farmer, who owns a rather unproductive farm, a farm that never produces over 30 bushels of corn per acre. On that farm, however, and on one of his poorest spots at that, so we were told, were three acres of alfalfa from which in 1923 and 1925 he had gathered six tons of hay per acre—three tons each season. The indications were that he would get as good a yield this year.

We asked why he had not seeded more of his land to alfalfa, since he had found this venture so profitable. He then told us that it had taken a neighbor of his three years to get him to sow the three acres he had seeded, but he thought the seed cost too high to sow any more. Three tons of good alfalfa hay, worth \$20 a ton on the market or for feed—a gross income of \$60 per acre as compared with 30 bushels of corn at 70 cents or \$21 per acre, and yet this man was in doubt of expanding his alfalfa.

**FIGHT THE PESTS**

Borer's prefer fruits and shade trees that are in a weakened condition. One of the first steps in preventing injury by this class of insects is to keep the trees in a strong, vigorous condition. Dead and dying trees should be cut and burned.

**CURE MEANS DOLLARS**

Do not load immediately into cars hogs that have been hauled in trucks under the hot sun. Give them a chance to cool off before loading. Never load hogs in an overheated condition.

acreage! That doesn't sound as though it could be a true story, yet it is.

But are there not many inconsistencies of this sort in our farming sections? There are successful farmers in every community in Iowa, men who are making money right along, and yet few try to study the methods of these men with a view of putting them into practice. Just like the dressing of phosphate will bring a few cheap bushels of wheat on many a farm, so also will the liming of most of our soils bring a few cheap tons of legumes, and the raising of better dairy and beef cattle bring us a few cheap gallons of milk and a few cheap pounds of beef.

The time is here when we must get out of the rut, keep abreast of the times and do the things that will help lower production costs. There are those who sneer at greater efficiency on the farm, yet it is the foundation of success. There are other things to look after besides cheapening production costs, but without it little progress will be made on the farm from now on.

**WHAT FEEDER PIGS COST**

There is a demand for feeder pigs ranging in size from 50 to 100 pounds, from hog feeders who raise no hogs. The producer of feeder pigs must know what they cost, so that he can tell how much he must get in order to make a profit when he sells his product.

A test made recently gives the cost of feeder pigs. A litter of eight pure-bred Hampshire pigs at 70 days of age weighed 42 pounds and cost \$4.02 per pig, while at 97 days of age they weighed 91 pounds at a cost of \$6.55—7.19 cents a pound. The record took into account the total feed consumed by the sow and litter and the labor required in caring for them. Labor was charged at 20 cents an hour and feeds at the value in the community.

A properly balanced grain ration of corn, oats and commercial mixed feed accounted for the excellent mixed feed by Barber. Skim milk was the principal protein supplement used. There are commercial supplements that can be used on farms where the supply of skim milk is limited. Such pigs should sell.

Buttermilk contains a suitable protein of calcium and also phosphorus, which are required by pigs for the growth of bone and tissue.

**PIGGY PLAYHOUSE**

A creep will prove a great advantage to pigs after they become two or three weeks old. This creep consists of a hole about eight inches wide and 16 inches high or large enough for the pigs to get through into another pen, but small enough to keep the sows back. It should always be high enough so the pigs do not have to crawl under as this may weaken the backs of some.

Constipation in hogs is certain if they fail to exercise enough. See that they move about.

**If you smoke for pleasure**



—then Camels are made for you. Mild, mellow, fragrant—there's a world of enjoyment in smoking

**Camels**

Today, as for many years, Camels lead by billions, and they continue to grow

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**Her Opportunity**

Harry Carr, the Times Lancer, at last admits, privately, that there may be some hope for Hollywood. He had been bemoaning the fact that nobody did anything, knew anything or talked anything in Hollywood but motion pictures, but when introduced to a certain new and attractive starlet he took more desperate chance and remarked: "I met a most interesting chap the other day; he was a Buddhist."  
"Oh, I'd so love to meet him!" gushed the starlet. "All my geraniums are willing!" — Los Angeles Times.

**Ring Had Traveled**

A few weeks ago a young woman employed by an executive of a Wilmington (Del.) concern, while mailing letters, removed a diamond ring and left it on her desk. When she looked for it the ring had disappeared. She concluded it might have slipped into one of the letters she had sealed and mailed. She wrote to the correspondents of the day, explaining the disappearance and asking that the ring be returned should it be found. She has just heard from a correspondent in Italy, who reported that the ring fell out when the letter was opened and promised to return it.

**Headaches from Slight Colds**

Laxative BROMO QUININE Tablets relieve the Headache by curing the Cold. Look for signature of E. W. Grove on the box. 30c.—Adv.

**His Advantage**

The New Orleans man eased himself into the chair and called for a shave. The little barber was of a swarthy complexion that indicated that he might be of Latin-American blood. As he stropped his razor he opened the conversation with:

"What's your opinion of this Nicaraguan situation?"

"Same as yours."

"But how do you know what mine is?"

"Don't matter. You've got the razor."

**"First Aid—Home Remedy Week" Coming**

The National Association of Retail Druggists is urging greater advertising publicity for "First Aid—Home Remedy Week," fixed for March 18-24. This "sales baby," dedicated to the druggists of America by Sterling Products (Incorporated) is seven years old this month. It has scored six successive triumphs, and Secretary Samuel C. Henry, in urging the general adoption of the national slogan, "Fill That Medicine Chest Now," says: "Unpreparedness is seldom, if ever, due to willful neglect, but generally attributable to thoughtlessness or lack of foresight."

With the aid of "Little Johnny Advertising," the sponsors of this national merchandising campaign, which is really a drive against needless suffering, hope to induce householders to be better able to cope with sudden illness and unforeseen accident.

**Surprising**

Tom—He's a great procrastinator. Mabel—He is? Well, he used to be the dumbest kid in school.

Imagination rules the world.

"Outs" in politics can't waste the public money. Naturally, they denounce the "ins" for doing it.

Thrift is mostly doing without things you'd like to have, drat it!

Talent is that which is in a man's power! Genius is that in whose power a man is.—Lowell.

The woman who marries for money gets all she deserves.



**W.L. DOUGLAS SHOES**  
For Men, Women and Boys



**NEW SPRING STYLES ARE READY**

Smartly styled for the new season—made of the finest leathers, best of workmanship—and the famous W. L. Douglas quality built into every shoe. Now being displayed in 120 Douglas stores in the principal cities and by reliable shoe dealers everywhere. When you buy Douglas Shoes, you get with every pair the known reputation of the name "W. L. Douglas"—a name that for more than half-a-century has always stood for quality in shoes, at prices lower than most other charges. A fair and square retail price stamped on the soles of Douglas shoes at the factory, guarantees honest value. Men's \$5 to \$8—Women's \$5 to \$8—Boys' \$4 to \$5

Catalog of New Spring Styles mailed on request. W. L. DOUGLAS SHOE CO. 173 Spark Street, Brockton, Mass.

**It's There**

Jane—I just came from the drawing room.

Helen—There's no drawing room in that building.

Jane—Yes, there is. My dentist has an office in that building.—Toronto Globe.

A new railway to be built in Australia will use nothing but Australian products in ties, rails, engines, cars and other equipment.

Recruits for the army in rural districts of Great Britain are being held back by higher wages for farm labor and by easier emigration.

**For Wounds and Sores**  
Try HANFORD'S Balsam of Myrrh

All dealers are authorized to refund your money for the first bottle if not suited.



SAY "BAYER ASPIRIN" and INSIST!

Proved safe by millions and prescribed by physicians for

- Colds Headache Neuritis Lumbago
- Pain Neuralgia Toothache Rheumatism

DOES NOT AFFECT THE HEART

Safe Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets Also bottles of 24 and 100—Druggists. Aspirin is the trade mark of Bayer Manufacture of Monocristallinester of Salicylsäure