

Gay Calico Frocks for Outings



We have some faithful friends among cotton fabrics that often lapse into more or less complete oblivion. When they are about forgotten they emerge at the call of some great and enterprising customer. Having dropped out of general favor they become unusual and exclusive and thereby much to be desired by the smart set, and then we are refreshed by such examples of wholesome charm and simplicity as that which appears in the calico frock pictured. It could not be much simpler than it is. It is artfully unpretentious, just the thing for the artless millionairess who intends to get back to nature and chase a few country butterflies by way of a change. This particular calico frock is red and white, like a stick of peppermint candy. In fact they have much the same flavor. The plain, straight skirt, you will notice, does not aspire to a very wide hem such as is allowed in organdies and lawns, but it is shirred

in several rows at the waistline into the narrow belt. All the sewing on this frock is carefully done. The old-fashioned pockets are outlined with a very narrow fancy braid of white cotton and have the simplest of very narrow black ribbon set on them—a little care for being so pretty and quaint. The waist, as simple and plain as the skirt, is finished at the "V"-shaped neck with a wide plain collar of white net set off with a bow of black ribbon and a white lawn chemisette fills it in daintily. Altogether this is a dress that is worth the while of an artist in clothes, and it is very pretty. Perhaps the same design is responsible for the brown and white small-checked gingham, made up with the introduction of white lawn in accessories, with a hat to match, that outshines its more expensive rivals on the street. These familiar materials and unpretentious dresses have their own charm and are in a class by themselves.

Blouses Greet the New Season



We are to have a variety of new and unique styles in blouses this fall. Already the advance models have passed in review and manufacturers are preparing still others to follow. These will show modifications and adaptations of the styles already presented and of the wholly new forms of trimmings that have been brought out. American producers, now in competition with Europe, for the trade of the world, aspire to making the American blouse pre-eminent, like the American shoe, in style, and as good as the best in material. Therefore we expect, with good reason, blouses that will accomplish the utmost that designers can do, in a variety of styles.

Tailored blouses are shown in flesh, white, navy and black satin and with high necks and long sleeves. Fine tucks in groups that form stripes prove to be appropriate and most popular for trimming. The directoire influence appears in tailored models having collars and frills of that period. Georgette and foulard are combined in other tailored blouses, the plain georgette forming the body and sleeves, with cuffs, vest and directoire collar of foulard.

In dressy blouses there are some very rich and unique models. One of black satin is cut kimono style, with short sleeves, and has a basque so long that one wonders it is classed as a blouse. In keeping with its style it is adorned with embroidery in silver and gold, of Japanese inspiration. Col-

ored georgette with trimming of parallel rows of drawn work and embroidered floral designs appears among the elbow-sleeved models for dressy wear. Silk floss as a trimming is as popular as georgette in materials. It has been used to imitate baby lamb fur and proves wonderfully effective on georgette Russian blouses in gray, navy and mahogany color. Blouses like that pictured, draped to the side, and tied with hanging ends, are assured favorites. Heavy floss, in several rich colors, and unusually placed makes the most effective trimming on them, and pongee khaki-kool or silks of like character or plain satin may be used to make them. The georgette blouse pictured is one of an always increasing number in which front and back panels are extended below the waistline to simulate a basque. It is embroidered with silk floss and its edges finished with narrow pipings of satin.

*Julius Bottomley*

Novel Jardinieres.

Purchase a large size bean pot in the shape of a flower pot with wide rim. They cost about 12 cents. Now use a dark green glossy paint to cover it. When dry dip a small brush in washable gold paint and draw a pretty design around the rim and you have a handsome container for a fern.

WHO'S WHO - AND WHEREFORE

AMERICANS MISTREATED IN MEXICO



Dr. and Mrs. Charles T. Sturgis, victims of Mexican outrages, have arrived in New Orleans and will probably tell their story to congress. Doctor Sturgis is an American dentist who went to Mexico 20 years ago to practice. He acquired a coffee plantation worth \$100,000 near Depolan in Chiapas. In 1915 he married Miss Cora Kpenright in Washington, D. C. Mrs. Sturgis' mother, sixty-five years old and in delicate health, went to visit the Depolan plantation. Here is Mrs. Sturgis' story in brief:

"In January, 1918, we were raided. The raiders were Carranzista soldiers commanded by Capt. Leopolda Garcia and Capt. Julio Castellano. They overran the house, made all the plantation hands quit and told us they would run every American out of the country. Captain Garcia struck me with the butt of his rifle. "June 26, 1918, Gen. Rafael Cal y Mayor appeared. His men stripped the house and took us to a bandit camp. We were prisoners till February 18, 1919. November 13, 1918, my mother died of slow starvation. This General Mayor was a personal friend of the bandit Zapata. November 15, 1918, he sent me to Mexico City with a message for Zapata, threatening to kill my husband if I were not back in two months. He sent with me an Indian woman to watch me. I made the long trip on time and we were finally set free." Doctor Sturgis was beggared and wrecked physically. Mrs. Sturgis was brutally treated.

IMPORTANCE OF OUR OUTDOOR LIFE

Maj. Gen. Hugh L. Scott, that dean of American fighting men, strongly urges that both state and federal aid be given to every legitimate movement to make attractive and perpetuate our outdoor interests.

Hunting and fishing he places in the front rank of outdoor sports, which he believes was one of the greatest factors in making it possible for Uncle Sam to cross the seas with an army capable of standing the strain and acquitting themselves as our boys did.

General Scott knows whereof he speaks. Retired under the age limit, his robust body and keen mind permitted him to spring back into the harness at his country's call. He credits his fitness to the clean outdoor life he has lead.

The most important thing to keep in mind is the sensible conserving of the game and fish we now have. No one section of the country must be allowed to overindulge its natural wish to take game or fish to its own detriment or to that of another section. A spirit of conservation should dominate all.

Whether we perpetuate a species by artificial breeding and distribution or by common-sense restrictive legislation is not the point. The fact is that each and every American species must be saved and increased to numbers permitting at least some shooting. We cannot afford to delay or quibble over doing a thing that must be done.



ADMIRAL "ROUGH-HOUSE" RODMAN



When Admiral Hugh Rodman first came to the Pacific coast years ago as a junior officer soon after his graduation from Annapolis he acquired the sobriquet "Rough House" from men and officers of the navy.

Returning now at the head of half the American navy, he brings a decoration from the king of England, which in that country would cause him to be addressed "Sir Hugh" as a knight commander of the order of St. Michael and St. George.

Admiral Rodman throughout his naval career has been noted as a disciplinarian. "He got things done," in the words of the navy. Direct methods of getting things done earned the title "Rough House," bestowed in affection by his men and brother officers when he was young. Years later the same qualities brought him distinction from the British ruler, when Rodman was commander of the Sixth battle squadron of the grand fleet during the war with Germany. The order of knight conferred on Admiral Rodman was similar to the distinction given Admiral Sims by the British king at the same time, but neither officer could accept because American regulations did not permit members of the military or naval establishments accepting decorations from foreign nations. Later, acceptances were allowed.

JOHN BULL CORNERING FUEL OIL

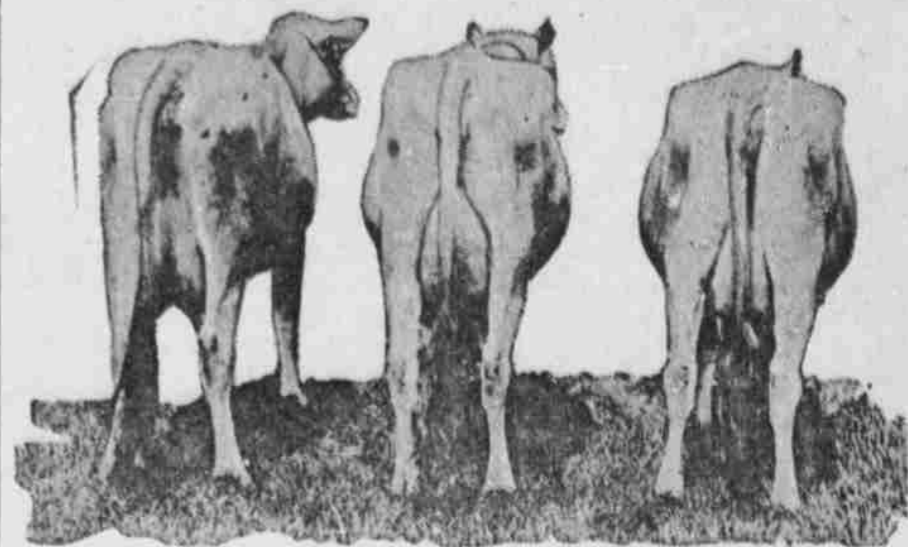
The senate has adopted a resolution by Senator Poindexter, Republican, of Washington (portrait herewith), authorizing the federal trade commission to investigate recent increases in the market price of fuel oil in the United States, and especially on the Pacific coast.

Action by the senate was taken after Senator Phelan, Democrat, California, had charged that British interests were attempting to acquire vast oil interests in California and that Great Britain was endeavoring to corner the world oil industry. He declared that unless steps were taken to encourage American oil operations abroad the world's supply will be in the hands of British nationals within a few years.

Under the resolution, the commission is authorized to investigate the source and supply of oil in this country and also inquire into what corporate interests have conducted the production, refining and marketing of oil in the past few years, and whether there have been any indications of illogical restraint of trade and unfair competition.



ALL FARMERS ASKED TO GRADE UP HERDS AND FLOCKS BY USE OF PURE-BRED SIRES



First Three Daughters of Sultana's Virginia Lad to Freshen.

(Prepared by the United States Department of Agriculture.)

Looking forward to future food needs of the country's increased population, the United States department of agriculture, in co-operation with the state agricultural colleges and other agencies interested in live stock improvement, announces a national better live stock crusade, to get actively in motion October 1 under the slogan of "Better Sires—Better Stock."

The plan is to hasten the replacement of the multitude of scrub domestic animals in the United States with purebred or high-grade stock and also to improve the quality of purebreds themselves. It has been evolved through long and careful observation of the live stock industry in this country and after extensive consultation with specialists and breeders.

Nation's Milk Average Low.

For many years this country has contained thousands of the finest specimens of live stock in the world, but in spite of that fact the quality and productive capacity of the average farm herd and flock is still low. For instance, the average dairy cow in the United States yields about 4,000 pounds of milk a year, a figure scarcely two-thirds the average production in some European countries, such as Denmark. The United States has thousands of cows which have milk yields of more than 12,000 pounds—double the Danish average—but on the other hand it has hundreds of thousands which are kept for milk and yet yield only a small fraction as much product as the best cows, though receiving nearly as much feed and care.

The difference in milk yield is due in large measure to a difference in breeding, but a herd of low production can be improved rapidly by the use of a purebred sire from a family of high producers.

More Sirloin on Well-Bred Cattle.

Among all classes of live stock a similar condition exists. Proper breeding of beef animals results in better and more uniform stock, having a greater percentage of desirable cuts of meat and a smaller quantity of bone, offal, and inedible parts. Likewise in swine, sheep, goats and poultry production, the kind of parent stock largely determines the quality and market value of the products. The crusade of improvement now to be undertaken is the outgrowth of investigations in genetics, of live stock observations in many countries, and a close study of public opinion. In most live stock regions of the world a gradual evolution toward better live stock has been taking place for centuries. The rapidity of these changes has an important bearing on world commerce and on the prosperity of the nations in which improvement has been greatest.

Individual and community efforts in many cases have resulted in marked live stock progress in small areas. The islands of Jersey and Guernsey are familiar examples of this kind of accomplishment, but no large country so far has endeavored in an organized way to improve all its live stock simultaneously.

Live Stock Men Equal to Task.

Officials of the bureau of animal industry and others who have considered the problem from every angle are convinced that it is possible to hasten the natural course of live stock evolution with benefit to the nation. They are confident also that the live stock men of the country are eager to undertake the task.

The means of accomplishing most of the improvement, which affects about 200,000,000 head of live stock, besides poultry, will be through wider distribution and increased use of purebred sires and dams.

Once the use of purebred sires becomes general throughout the country, the process of grading up will be rapid. Many experiments and also practical experience, when good sires are used, show that within three generations most of the individuals in a scrub herd headed by a purebred male resemble purebred animals in appearance. In a few more generations, under skillful breeding, the former scrub stock is graded up to such an extent that for production of meat and other animal products, they are practically as useful as purebreds. The chief difference between a "high-grade" animal and a purebred is in the value for breeding. Only the latter can be used in producing purebred breeding stock. Moreover only purebreds are eligible to registry.

Official Emblem to Be Furnished.

The department of agriculture through its co-operative state agencies is preparing to supply live stock raisers with printed information that tells in popular language the best animal

Average Yearly Production of Two-Year Olds:

	Milk.	Butterfat.
	Lbs.	Lbs.
Daughters .....	9,675	619
Dams .....	4,992	269
Increase .....	4,684	350

breeding methods and the advantages to be derived from their use. In addition the department of agriculture is to furnish an official emblem, suitable for display, to every farmer agreeing to use only purebred sires and in other ways to co-operate in the better live stock effort. To obtain the emblem a farmer or breeder will be asked to fill out a simple blank showing the number and kind of live stock he possesses and also to declare that all his male breeding animals are purebreds. From the number and nature of the blanks received the department will be able to measure the progress of the crusade, and at the same time obtain valuable statistical information which will be made public at suitable intervals.

The betterment of the nation's live stock is by no means a new idea. The topic has been discussed at length from public platforms and in the agricultural press for many years. Agricultural colleges, breeders' associations, banking and business interests, live stock judges and experts—these and other forces are responsible chiefly for the progress already made and the sentiment for further development.

Organization of Campaign.

A general co-ordination of the work, however, now seems desirable, with a minimum of red tape and a maximum of red blood. So far as the activities of the department of agriculture in the crusade are concerned, the bureau of animal industry, in co-operation with the state colleges of agriculture, will be responsible for live stock policies, especially the breeding work and scientific problems. The states relations service of the department will work in co-operation with the colleges of agriculture for carrying the plan of action through the extensior divisions to every live stock owner who can be reached. County agents and other field workers of the department and the colleges will be local sources of information and assistance.

While it is believed that stockmen of the country naturally look to agricultural officials to inaugurate a crusade of this kind, the problem primarily is one of adequate production and effective distribution. Responsibility for success depends accordingly on breeders and all live stock owners.

Response to Will of People.

For several months the department has been making an analysis of live stock sentiment as expressed in the farm press and in correspondence received in its various offices. Of all the topics discussed the need for a better quality of domestic animals has been pre-eminent.

To make the crusade against scrub live stock most effective the department welcomes constructive ideas and suggestions from all sources. The following classes of live stock are to be included in the campaign for improvement: Cattle, horses, asses, swine, sheep, goats, and poultry.

In spite of the conspicuous merits of the task about to be undertaken there are also a number of obstacles. It is recognized that sentiment in favor of purebred sires, while strong, is by no means unanimous. To win the support of those who, through lack of interest or opposition, fail to take their part in the crusade against scrub live stock is one of the problems to be met.

The cost of desirable purebred sires is another important factor which has long been an obstacle to live stock improvement. Co-operative ownership divides the expense considerably, and the increased value of the young stock raised also helps to overcome that objection. In addition the campaign is expected to stimulate a greater production of purebred breeding stock of good quality.

LIVE STOCK NOTES

In summer, when the owner is busiest, sheep require practically no care at all.

Breed the mares to the best-bone, closest-coupled stallion to be found in the vicinity.

The land upon which sheep graze is gradually enriched, the ground being very evenly covered with the droppings.