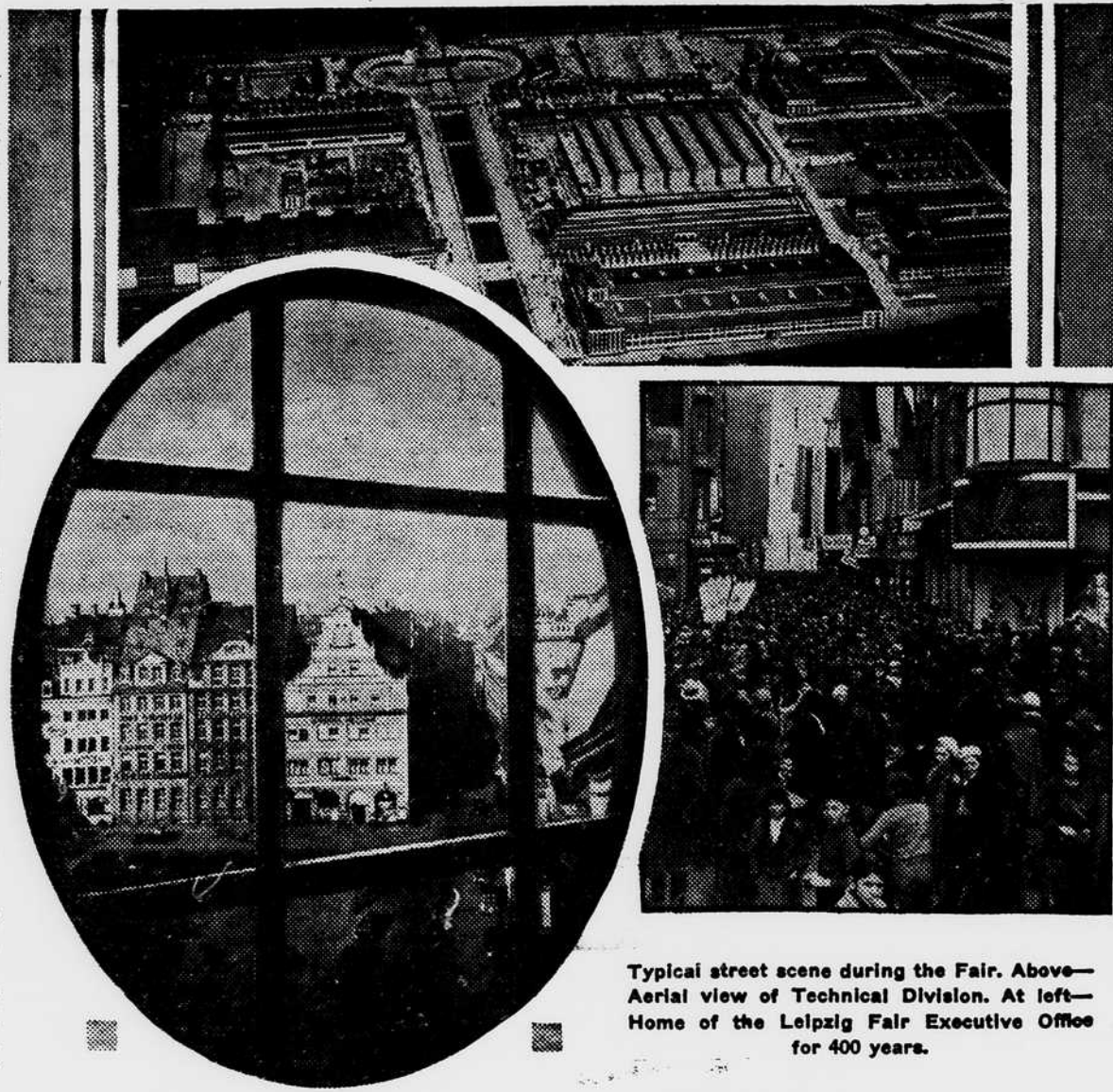


The World's Oldest and Largest Trade Fair



Typical street scene during the fair. Above—Aerial view of Technical Division. At left—Home of the Leipzig Fair Executive Office for 400 years.

ALL the world loves a fair. Business and pleasure have been combined in these periodic gatherings for thousands of years. The county fairs of America are the distant cousins of the festival fairs of ancient Greece and Rome.

The business executives of barbaric tribes in the dawn of history found that customers could be attracted to their primitive fairs with their rude merry-making. Every nation in history has held its fairs with a shrewd eye on the main business chance.

Early in the middle ages the picturesque caravans paused at the center of Europe for mutual protection and exchange of goods. From this crude trading center has grown the great city of Leipzig and the oldest and largest goods exchange in the world. The Leipzig Fair has been held without interruption for more than 700 years.

More languages are doubtless spoken at the Leipzig Fair than were heard at the Tower of Babel, but without any confusion of tongues.

From seventy-four countries in every corner of the world, including the United States, business men are regularly attracted to Leipzig. The primitive trading center has become a great world market where 8000 exhibits of every conceivable product are displayed and more than a quarter of a million business men assemble.

The 1976th session of the Leipzig Fair to be held from August 30th to September 3rd will be the largest and busiest in its long history.

Frozen Coffee Cubes Insure Full Refreshing Flavor in Iced-Coffee



Prevents Diluting of Flavor. Many Housewives Keep Tray of Coffee Cubes in Refrigerator During Summer Months.

HAVE you ever used frozen coffee in place of the usual ice cubes or chipped ice, when serving iced-coffee? It is one way to prevent loss of the full refreshing flavor in this popular summer beverage which might otherwise happen because of the ice diluting the drink.

Frozen coffee cubes not only add a decorative touch to your coffee service but will cause your family or guests to enjoy this universal drink more than ever before.

Many housewives list iced-coffee as one of their favorite summer beverages because of its ease of preparation, the fact that it goes well with any meal and can be made from staple supplies which are always on hand in every kitchen. Iced-coffee makes an excellent summer drink especially because of its invigorating qualities.

In preparing iced-coffee, make it in the same manner as you would the coffee for every meal, using the usual proportions of coffee and

water. Be sure the coffee you use is fresh, in order to obtain the finest flavor. Vacuum packed coffee in resealable glass jars is a sure way to insure freshness of coffee. The beverage should be placed in a refrigerator and allowed to chill. Fill one or two ice trays with coffee and allow them to freeze. When serving iced-coffee, pour it into tall glasses and add several frozen coffee cubes to each glass.

If coffee ice cubes are not used, prepare the coffee double strength, and while still hot pour over crushed ice to cool. Sugar syrup and cream should be served as accompaniments to this beverage. A tip for housewives to remember in preparing cooling drinks is to prepare a simple sugar syrup for use in sweetening the drink. It reduces the amount of sugar needed because it mixes thoroughly with the beverage and does not settle at the bottom of the glass as is often the case when sugar is used.

EARLY MOLTING HENS CUT EGG PRODUCTION

Early molting hens, which begin to drop their feathers in the month of June, are not worth keeping in good poultry flocks.

These birds, said Roy S. Dearstyne, head of the poultry department at State College, stop laying

when they begin to molt, but they go right on eating feed and running up expenses.

They do not lay as many eggs as late molters, he continued, and the eggs they do lay are produced at a time when eggs are plentiful and prices are low.

Since early molting is an inheri-

table characteristic, they will pass this trait on to their offspring if left in the flock and used for breeding purposes, Dearstyne warned.

In hot weather, he added, it is especially important that only infertile eggs be produced for home consumption or marketing, as they have a much greater keeping quality than fertile eggs.

Except in the breeding season, roosters, those with the ability to transmit good qualities to their offspring, should be kept for breeding.

If eggs are collected several times a day during the summer, and stored immediately in a cool place, they will keep much better. Wire baskets which permit air to circulate freely among the eggs are ideal for the storage room, Dearstyne stated.

But even under ideal conditions, eggs should not be kept in storage any longer than necessary. A poultryman who gets a reputation of marketing only fresh eggs can command good prices.

Lice and mites propagate rapidly in hot weather. Infested birds too lose their vigor and fall off in egg production. Dearstyne urged poultrymen to examine their birds every few days, so they can check infestation as soon as they start.

HOME SHOULD BE WIRED ONLY BY COMPETENT MEN

Adequate, safe, and convenient wiring of the farm home is considered one of the most important aspects of the rural electrification program.

To be sure that the wiring is done properly, said Miss Pauline Gordon, extension specialist in home management at State College, employ only contractors known to be reliable and competent.

The contractor is responsible for doing the job so that the wiring will be adequate and safe, but the home owner should determine where switches, lights, convenient outlets, and branch circuits are to be located.

Miss Gordon suggested that home owners draw floor plans of their houses and locate switches, outlets, and lights where they will be most convenient. Then go over this plan with the contractor.

If the cost of wiring according to this plan is too high, the contractor will assist the home owner in making adjustments.

Above all else, she warned, do not try to economize by using wire too small to carry the load that will be imposed upon it.

In planning the wiring circuits, lights, and take into consideration the uses to which electricity will be put in each room. If radio for example, is to be operated in the

Farm Questions

Answered At STATE COLLEGE

Q. Is it economical to carry pullets to the hen year for production purposes only?

A. This question naturally reverts back to the breeding of the birds. Heavy producing pullets of good breeding can be carried over, but all except the known heavy producers should be replaced by pullets. As a usual thing, hen year production is about 25 per cent less than that of the pullet year and the bird must also be fed thru a three months moulting period which makes it unprofitable to carry any but the heavy egg producers to the hen year.

Q. When should I begin feeding grain to my young calves?

Answer: Small amounts of both grain and hay should be offered the calf at about two weeks of age or when the change from whole milk to skim-milk is made. Only a small handful is given daily, but this amount can be gradually increased as the calf grows older until it is receiving around three pounds a day at six months of age. Feed only as much as the calf will clean up. The grain should be fed just after the milk and while the calf is still fastened to the stanchion.

living room, provide a convenient outlet in the wall close to the place where the radio will be located.

Plenty of convenience outlets should be placed in the walls of the dining room, living room, and kitchen. A double convenience outlet placed in each wall of the bedrooms will be a big help.

—READ THE WATCHMAN—

NIGHT PROWLING CAT IS DESTROYER OF WILDLIFE

Though the cat is more or less useful in destroying mice and other rodents, S. Z. Pollock, wildlife specialist of the Soil Conservation Service in Lexington, says that he is probably the greatest enemy of tame song birds.

Cats have a habit of eating eggs just ready to hatch. They delight in capturing young song birds in their nests, often just when they are ready to take flight. Cats eat young rabbits and quail, and when they have consumed their fill, they kill for the fun of it.

The practice of allowing cats freedom at night and early morning enables them to hunt at the time when they can be most destructive, says Pollock. Some people have the habit, he continues, of taking unwanted cats into the country in sacks and dumping them, a practice which has a vicious effect upon wildlife, as such cats are in most cases compelled to obtain their livelihood by killing valuable game and insect-eating birds.

All this has a definite relationship to soil erosion control, says Mr. Pollock. The wildlife division of the Service is concerned primarily with planting various shrubs, plants and vines that serve a three-fold purpose of controlling erosion, supplying food and cover for wild game, and beautifying the landscape.

The wildlife, in turn, provides its economic value as destroyers of insects and other pests, as well as enhancing the aesthetic aspects of farm life. Therefore, Mr. Pollock reasons, if the cat is allowed to destroy valuable wildlife, he is an enemy to erosion control.

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N. C. FARMS NEED MORE FEED, CATTLE, POULTRY

North Carolina farmers who have studied agricultural conditions in the state believe they should produce more poultry, live stock, and feed, tobacco, and other cash crops.

Such a shift in production is needed to balance farming to meet local requirements and at the same time provide adjustments necessary from a national standpoint, the farmers decided.

Farmers who made the study were committeemen appointed in almost every county of the state in connection with the county program planning movement started last December by the state college agricultural extension service.

The 6,919 committeemen and assistants surveyed local conditions, discussed the situation with more than 50,000 other farmers, and made recommendations regarding improvements needed in this state.

A tabulation of all their recommendations, as made by Julian Mann, who is in charge of extension studies at State College, brought out the following points, among other things:

The cotton crop should be cut 35 per cent below the average acreage for the 1928-1932 period. Allow for better farming practices, production would be cut only 9 per cent.

The corn crop should be cut slightly, but production increased from 41, 606,000 to 60,890,000 bushels by securing high yields.

Small winter grains should be increased from 807,000 to 1,153,000 acres. Hay crops should be increased from 1,009,000 to 1,328,000 acres. With the yield per acre being doubled.

Cattle should be increased from 684,000 to 926,000 head, swine from 947,000 to 1,466,000 head,

sheep from 77,000 to 154,000 head, to 82,039,000 dozen horses and mules from 326,000 to 434,000 head.

Eight demonstrations in treating cotton seed with Ceresan before planting, in Cumberland County, showed considerable advantage by using the material. Few of the plants died where the seed had been treated.

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