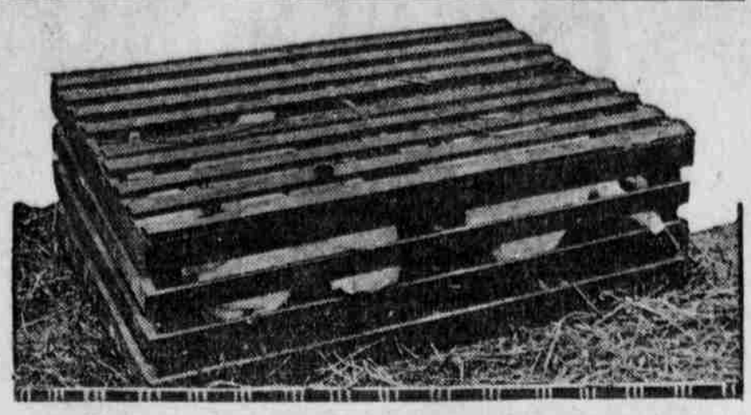
HOW TO ADVERTISE POULTRY



The Market Package Might Well Carry the Card of the Grower.

If the practice of successful poultrymen is any evidence, the best way to advertise poultry products is to "deliver the goods"—furnish the greatest layers, the cleanest eggs, and the most hardy chicks in your territory.

One successful poultryman offers the following suggestion:

"Have your poultry houses and runs in full sight of the road so that passersby may see what you really have. Invite customers to make an inspection tour of the place. Show them that you have the cleanest houses and the most sanitary packing rooms possible. Show them that you are proud of your flock and your ability to give people the best of everything.

"In order to get customers you must let people know which chickens and eggs are yours. To do this you must have a trade-mark which stands for quality and your personal guaranty. It may be a White Wyandotte on a green field or a yellow baby chick on a basket of eggs—anything that is striking, artistic, and that implies something about the quality of the product.

"Print your trade-mark on every carton, crate, and package that leaves the farm. With it decorate your letterheads, circulars, and seals. It is your letter of introduction to careful housewives and your membership card in the order of progressive poultrymen.

"Keep in touch with customers. If you have something especially good—something a little extra—let them know about it. Know what each customer prefers and make an effort to always have it for him. If you don't happen to have it, get it from some other dealer. You will find that it will pay in the end."

SIMPLE BUT GOOD POULTRY REMEDIES

It is far more profitable to become master of the art of prevention than it is to be an expert in the art of cure. It is well to doctor the early stages of sickness, and thereby avoid serious ailments. But when it comes to the contagious diseases like roup and cholera, we are strongly in the belief that they cannot be cured.

We may apparently cure these ailments, but the germs of the disease can never be eradicated from the body. When such birds are used for breeding purposes, they have but one result—a generation of sickly, poorly constituted offspring.

Here are a few simple remedies for early stages, which it might be well to remember:

For bumble-foot, paint the corn liberally with tincture of iodine daily for a week. If this is done in the early stages, the corn can be spread.

For canker, three applications of fine salt rubbed on the sore spots has been reported as an excellent remedy.

For catarrh, four drops of aconite in a half-pint of drinking water is recommended. Creolin, one part to one hundred parts of water, has also been known to cure; boric acid, 20 grains to one ounce of water or listerine, one part to ten parts of water, are also safe remedies.

For chicken-pox, paint the head and wattles, with vaseline, after first having bathed well with hot water. At night, give a one-grain quinine pill. Repeat treatment each night for a week.

For colds, a one-grain quinine pill each night for three nights or a week until cured. 2. Prepare a mixture of one tablespoonful of a good family liniment, one teaspoonful of spirits of turpentine, and four tablespoonfuls of water. When using, warm slightly and shake well before using. Inject two to four drops in the nostrils.

For costiveness, ten drops of sulphate of magnesia to each pint of drinking water.

For crop troubles, enlarged or sour crop, add about half a teaspoonful of baking soda to a quart of drinking water daily for a few days, during which time feed sparingly. For crop bound, Powell says he has cured bad cases by making afflicted birds swallow all the warm coffee that could be forced into its crop. Repeat the dose several times.

For debility, an English remedy is a raw new-laid egg every morning until the fowl begins to recover. Then change to a little cooked meat, and add a little muriate of iron to the drinking water. 2. When the writer has a fowl that is moping, he gives a family liver pill each night for three nights in succession. Also gives the bird a free range over a grass plot.

For diarrhea, slight cases, a few drops of spirits of camphor in the drinking water. 2. A half-teaspoonful of paregoric daily. 3. Give a teaspoonful of soda water (made by using three teaspoonfuls of bicarbonate soda to a pint of water). 4. Use charcoal, finely ground, in feed and water.

For indigestion, a gill of linseed meal to each dozen hens. 2. A teaspoonful of fenugreek in the mash for every ten fowls.

For leg weakness, a pill composed of a half-grain quinine, one grain of sulphate of iron, and five grains of phosphate of lime. 2. Ten drops of tincture of nux vomica in a quart of drinking water.

For limberneck, night and morning give a pint of asafetida, about the size of a pea. 2. Four or five drops of turpentine in a spoonful of castor oil, or make it into a pill with wheat flour. 3. Mix sweet oil and oil of turpentine, equal parts, and give from ten drops to a teaspoonful of the mixture to each afflicted bird after it has fasted for several hours.

For pip, anoint the tongue with vaseline. 2. A small bit of butter the size of a nut and a bit of aloes of the size of a pea, made into a pill and put down the throat.

For rattling in the throat, give grown fowls a half-teaspoonful every morning of a mixture composed of equal parts of vinegar and water. 2. Give ten drops daily of a mixture composed of one part spirits of turpentine with four parts of sweet oil.

For scaly legs, rub with an ointment made of equal parts of kerosene and melted lard. 2. One-third carbolic acid to two-thirds glycerin. Glycerin has a tendency to soften and bring out the color on shanks and toes that have become dry and harsh.

Before using any ointment on a fowl's legs, it is best to thoroughly wash them with warm water and carbolic soap.

For sore eyes nothing is better than a drop of glycerin.

For sore head, a little bromide of potassium in the drinking water, and then anoint with carbolized vaseline.

For Winter Eggs

FEED

Whole grain—corn, wheat, oats or barley.

Mill feed—bran, middlings, gluten feed, malt sprouts.

Animal feed—skim milk, meat scrap, green bone, waste meat, dry bone, blood, etc.

Green feed—cabbage, mangels, rutabagas, carrots, sprouted oats, etc.; clover chaff, alfalfa.

Mineral feed—oyster shells, grit or gravel, charcoal.

Plenty of fresh water.

—Halpin.

MANY ADVANTAGES IN THE INCUBATOR

Many farmers who have never used an incubator, are thinking of purchasing one for the coming season's work. The incubator has many advantages over the old way of hatching eggs. It is possible to secure earlier chickens and to set eggs at any time, regardless of season or weather. It requires much less time and labor to care for an incubator than it does to care for hens enough to hatch as many eggs as will require the work of 20 hens. Then again, the incubator brings the chicks into life free from lice.

The brooder, even in late spring, is ahead of the old hen, trailing the chicks through the wet grass, or if she is cooped up, subjecting the chick to depredations of rats and other enemies. Then again, early laying hens may be broken of setting and started to laying again, thus turning the poultry house into continued profit.

The amateur should practice with the incubator a few days before putting in the eggs, and determine the condition of temperature and moisture. Breed for fertile eggs and then select as good eggs as would be used if you were setting hens from vigorous stock. Plan to have as large a number of chicks as possible, as it is but little more trouble to care for 500 chicks than one-fourth that number. If you are raising common stock, arrange to get some pure-bred eggs. Send for incubator catalogues early and study the best makes.

TELEPHONE TRIUMPH

COMPLETE CIRCUIT FROM NEW YORK TO SAN FRANCISCO.

FIRST MESSAGE BY INVENTOR

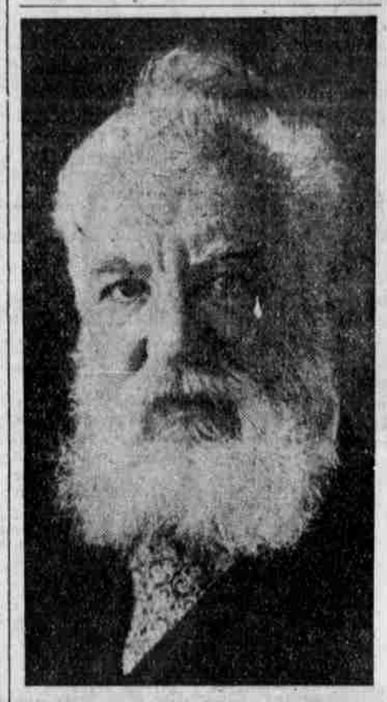
Line Officially Opened Jan. 25, 1915, 3,400 Miles in Length. Transmission Clear and Distinct.

New York.—From the fifteenth floor of a New York skyscraper, in the office of Theodore N. Vail, president of the American Telephone and Telegraph company, Alexander Graham Bell Monday afternoon telephoned to Thomas A. Watson in San Francisco, sending the first message ever telephoned across the continent.

Although engineers and scientists have worked for nearly forty years perfecting transmitters, receivers, lines, cables, switchboards and various telephone apparatus that all combined made transcontinental telephoning possible, John J. Carty, chief engineer of the Bell Telephone System, insisted that the inventor of the telephone should have the honor of sending the first ocean to ocean message, and thus it was that Dr. Bell and Mr. Watson were at either end of the line Monday afternoon.

In a little workshop in Boston, June 2, 1875, it was Alexander Graham Bell who spoke and Thomas A. Watson who heard the first message ever sent by telephone. "Come here Watson, I want you," were the first words ever conveyed over a wire. That wire was only sixty feet in length. The line used Monday is 3,400 miles long.

A bit of sentiment that entered into the celebration of the opening of the transcontinental line was that the sixty feet of wire used in the first talk in Boston was spliced into the line Monday, thirty feet of it at New York and thirty feet at San Francisco.



(Copyright by Harris & Ewing)
ALEXANDER GRAHAM BELL.

Ever since the telephone was discovered, America, the land of its birth, has kept the lead, using more telephones than all the rest of the world. More than twenty-one million miles of wire in this country now unite nine million telephones in 70,000 cities, towns and villages. All the rest of the world has less than five million telephones.

In 1876 the longest telephone line in the world was from Boston to Cambridge, two miles; in 1884 it was extended to New York, 235 miles. Chicago and New York were connected in 1895, and in 1911 New York could say "Hello" to Denver.

In the forty years since the telephone was invented nearly a hundred types of transmitters, and numerous repeating instruments and other devices have been used and discarded for something better, but it is asserted that no single new discovery has been responsible for this latest and greatest achievement in the telephone art.

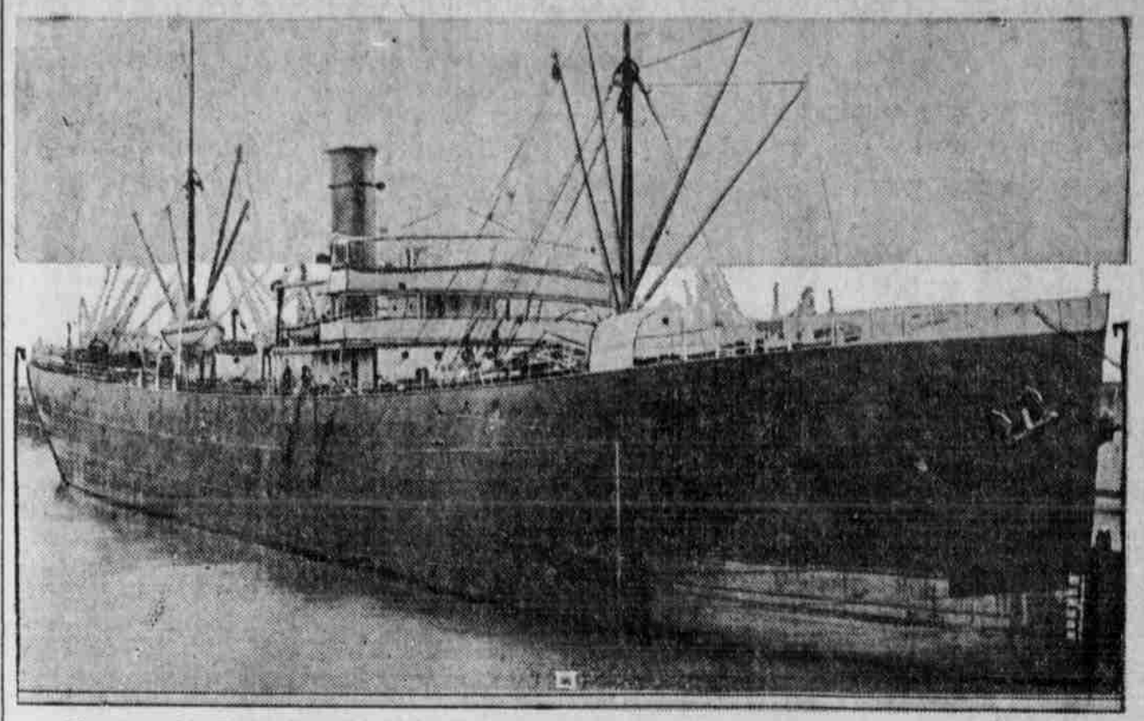
In the two circuits of the transcontinental line there are approximately six million pounds of copper wire, or about two hundred carloads. This wire is stretched on 130,000 poles, which if they were loaded on railroad cars would make twenty trains of thirty cars each.

The route of the transcontinental telephone line is from New York to Pittsburgh, thence to Chicago, Davenport, Des Moines, Omaha, Lincoln, Denver, Salt Lake City and to San Francisco.

It is understood that the rate will be about $21.00 for a three-minute talk from New York to San Francisco.

Stationed along this great stretch of telephone line the day it was opened were repairmen every few miles, in the big centers, in the little towns, on the prairies, in the mountains, and out on the desert, ready to splice the wires in case they were torn down by sleet or wind, to solder a break or replace an insulator broken by a storm or a mischievous boy. Like soldiers on picket duty, these repairmen will be kept on constant vigil, night and day, in good weather and in bad, for it is advertised that this line is soon to be opened to the public for constant use.

STEAMSHIP DACIA, TEST-CASE VESSEL



The steamship Dacia, formerly of the Hamburg-America line, was purchased by E. N. Breitung, but Great Britain refuses to consider the transfer of registry an act in good faith and the vessel becomes the subject of a test case.

WOUNDED IN NEW JERSEY STRIKE RIOT

Some of the striking employees of the American Agricultural Chemical company who were wounded in a pitched battle with deputy sheriffs at Roosevelt N. J. One of the men was killed and several were fatally shot.

TOWN HIT BY BOMBS FROM THE ZEPPELINS

View of the waterfront and pier of Yarmouth, one of the English towns which suffered from the recent raid of German Zeppelins.

THE TRUCE AT THE WELL

A French soldier and a German infantryman filling their buckets at a well between the battle lines in northern France.

GENERAL FOCH

New and hitherto unpublished photograph of General Foch, commander of the Ninth army corps of France.