

and are protected only by a thin membrane lining over which a light covering of feathers grow. Provided with such meagre protection, the lungs may become readily chilled, or overheated. An even temperature with as few variations as possible, is most desirable. The brooder should be started up a day or two before the chicks are ready to be placed in it, so that an even temperature of about 95 degrees may be maintained. This temperature should be gradually lowered, and it depends upon the season of the year just how much it should be lowered. The poultryman must use his judgment and operate the brooder according to the condition of the chicks. Many poultrymen use no thermometer in their brooders. They study the chicks, and can tell by looking at them if the temperature is right. This emphasizes the fact that for best success the poultryman must understand his business.

If a brooder has contained chicks before it should be thoroughly cleaned and disinfected before putting in a new brood, both to discourage lice and to kill any disease germs that might be lurking in the cracks and corners. Scrub thoroughly with hot water, in which has been placed good commercial disinfectant or cresol soap. The brooder should in every case be thoroughly dried before the chicks are placed inside.

**Feeding the Chicks**

Some good commercial "chick food" is good to start them on, and after they learn to scratch they can be fed dry mash from a hopper. Finally cracked wheat and corn make good chick feeds. The drier the food for the first few days the better. The dry mash should not be given them all at once, rather let them have a little from time to time, as in this way they will become accustomed to it gradually, and will not overeat. A good mash may be composed of wheat, bran, shorts, oatmeal, cornmeal, equal parts by measure, and from 5 to 10 per cent. beef scraps. The beef scraps will go towards the formation of bone, which is so essential in the development of the chicken. Another excellent food which serves the same purpose and cannot be excelled is skim-milk.

Green food in some form is necessary. It is surprising what large quantities of green food little chicks will consume. Lettuce, grass-tops, and kale are relished. Charcoal, fine grit, and oyster-shells are other requisites for the growing chicks. The premises should be kept in the most sanitary condition and the food should also be kept sweet and clean. Sanitation is one of the most important factors in the poultry industry, and the most careful and thorough consideration should be given to every detail while the chicks are young.

**A New Advertising Manager for the International Harvester Company.**

F. W. Heiskell to Direct its Future Advertising Policies.

It has been announced by the management of the International Harvester Company of America that F. W. Heiskell, for two years assistant advertising manager, will succeed M. R. D. Owings as advertising manager, and that A. C. Seyfarth, formerly head of the production department, will take the position left vacant by Mr. Heiskell's promotion.

Both of these promotions are along the regular civil service system of advancement laid down by the Company in building up its organization. Mr. Heiskell began his work in the harvesting machine business twenty years ago while still a high school boy in Indianapolis, working in the repair room under James B. Heywood, who was guiding the McCormick destinies in Indianapolis at that time. After his graduation in 1895, he was given a permanent position.

He worked his way up from the repair department, until in 1905 he was sent to Fort Wayne to be assistant to J. W. Wisheart, who was the International general agent at that place. The following year he was sent to Akron, Ohio, to establish a Transfer Agency, using the Buckeye plant recently purchased by the International Harvester Company from the Aultman-Miller Company. In 1907, he went to East St. Louis to establish a transfer and distributing house for the southwest territory, for the purpose of relieving the congestion at Kansas City. He was later made assistant general agent at Indian-

apolis under "Jess" Everson, which position he was holding when he was transferred to the Chicago headquarters to be assistant advertising manager.

Mr. Seyfarth has been identified with the advertising department of the International since its formation in 1903. Beginning as a catalogue writer, he has gradually gone ahead until the last few years he has had charge of the production depart-

ment, which issues catalogues, folders, calendars, the I H C Almanac and Encyclopedia, and other literature. He is a University of Michigan man.

Both Mr. Heiskell and Mr. Seyfarth are well known to the trade. They possess the confidence and esteem not only of the fellow members of the International organization, but of the farm machine world in general.

**The Onion Maggot.**

By G. W. Bartlett, Gladstone.

Few if any garden products offer a better return than the onion. With proper attention and the right kind of soil, this vegetable gives a generous yield and never fails to command a good price in every city, town, or village of the west. There is,

BEWARE IMITATIONS  
NONE GENUINE UNLESS THE  
RUBEROID MAN



**RUBEROID**  
TRADE MARK REGISTERED

The original prepared roofing, which for 22 years has withstood the severest climatic conditions, on all classes of buildings. RUBEROID has over 300 imitations, but no equal. It is weatherproof, fire resisting, easy to lay, and gives longer service per dollar of cost than any other roofing.

KA-LOR-OID (colored RUBEROID), in Red and Green, makes very handsome roofs which never lose their color.

For Samples and Booklets write  
**Standard Paint Co. of Canada,  
Limited.**

107  
Montreal—Winnipeg—Calgary—Vancouver.

**ROOFING**



**Adding Power to the Farm**

Your power to make money by getting as much profit from your farm as you should get—depends upon how much you know. The owner of a Telephone knows—when the other fellow has to guess and probably guess wrong. That's why a Northern Electric Telephone will add power to your farm—power to make more money.

**Facts That Speak For Themselves**

Supposing you had produce to sell—butter, eggs, poultry, fruit or livestock—and you could know when to sell so as to get the highest prices, that would be a good power to have—wouldn't it? And supposing you could know in advance whether there was going to be frost—or rain—or snow—in time to save your crops, that would also be a great power, wouldn't it? Then supposing that you had the power to talk to the town—right from your own home—the doctor, the veterinarian, the mill, the farm machinery factory, the forge, or that son or daughter in the city,—at any time you wanted to, that would be great—wouldn't it?

A Northern Electric Telephone Will Give You This Power

**You And Your Friends**

Can build, own and operate your own Rural Telephone System at a cost to each of about the value of 20 bushels of wheat.

**Our Free Book**

Tells you how to form a company among your neighbors and how to build the system from start to finish by your own labor.

**It Explains Everything**

In simple, straightforward language that even a child could understand. It makes the work of construction as easy as building a fence.

**We Will Help You**

The Northern Electric & Mfg. Co., Limited—the oldest and largest Telephone manufacturers in Canada—will back you up and guide you and advise you in every step of the work until success is assured.

**When You Are Ready**

To purchase the equipment write to our nearest home and our experts will place their knowledge at your disposal. And remember that Northern Electric equipment costs no more than many inferior makes, and is the best Telephone equipment money can buy.

MORE THAN 95 PER CENT. OF THE TELEPHONES IN CANADA ARE NORTHERN ELECTRIC TELEPHONES

BETTER MAIL COUPON TO-DAY

**THE Northern Electric AND MANUFACTURING CO. LIMITED**

Manufacturer of Telephone and Fire Alarm Apparatus and Distributor of Electrical Supplies for every possible need.

MONTREAL HALIFAX TORONTO  
WINNIPEG REGINA CALGARY  
EDMONTON VANCOUVER

Yes, Mr. Brown, we sold that carload of cheese and butter alright. Glad we were able to Telephone you about that rise in prices. Good-bye.

Yes, dad, I'll be up home on Saturday. Send a rig to the station. The train gets in at 6 o'clock. Good-bye.



THE NORTHERN ELECTRIC AND MANUFACTURING COMPANY, LIMITED.  
W. H. M. 406

Gentlemen: Please send me FREE, one copy of your 100-page bound and illustrated book, on "How to Build Rural Telephone Lines."

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POST OFFICE.....  
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