

WILLOW PLUME SPECIALS

THESE three feather values are extraordinary, especially when you consider the fact that each one is a Willow Plume. They were made by one of the best feather manufacturers in Europe. We bought them at a big reduction and imported them direct from the maker—hence the low prices we quote to you. Willow Plumes will be greatly worn this fall—so buy now. This is your opportunity to get one at the right price.

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LIMITED



PLEASE
ORDER
EARLY



EVERY
PLUME
IS
SUPERIOR



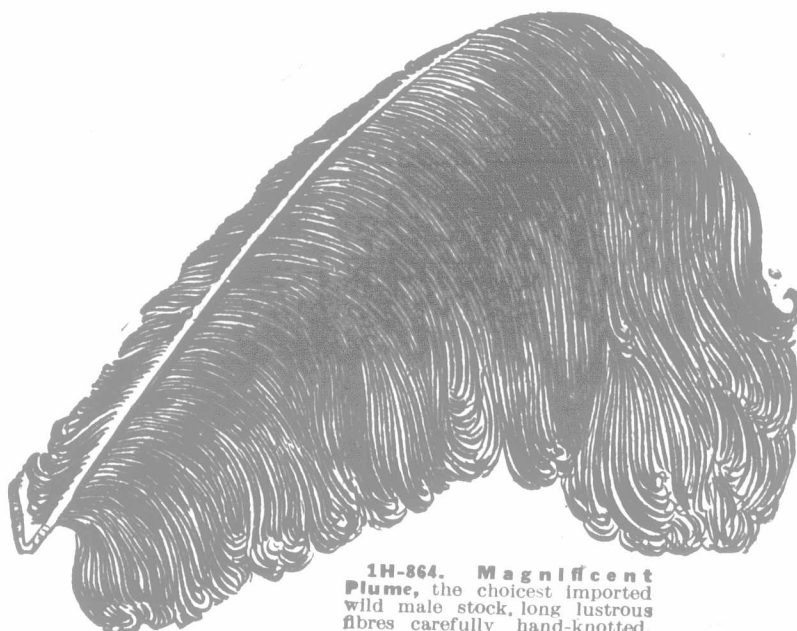
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FROM
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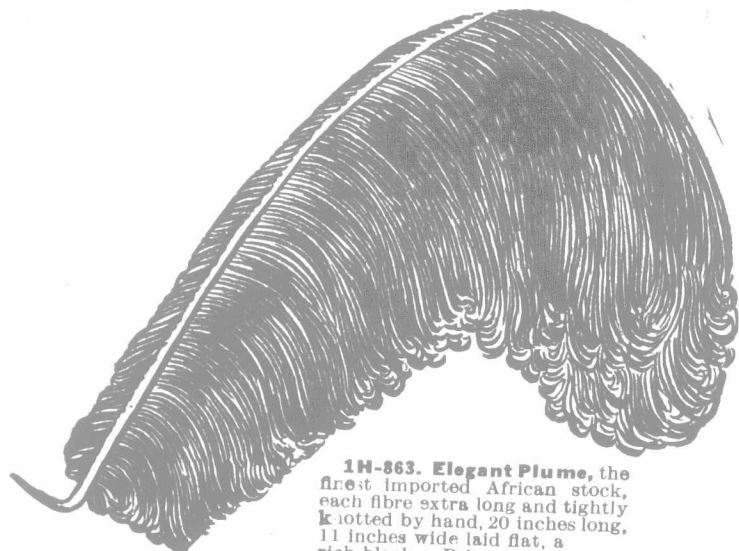
EVERY VALUE
IS
EXCEPTIONAL



1H-864. Magnificent Plume, the choicest imported wild male stock, long lustrous fibres carefully hand-knotted, 21 inches long and 11 1/4 inches wide, a glossy black. Price 6.50

6⁵⁰

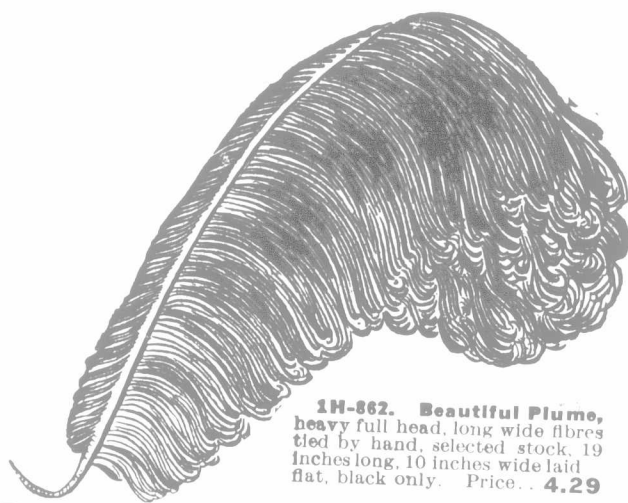
A CHANCE
WHICH
YOU
SHOULD
TAKE
ADVANT-
AGE OF



1H-863. Elegant Plume, the finest imported African stock, each fibre extra long and tightly knotted by hand, 20 inches long, 11 inches wide laid flat, a rich black. Price each. 5.50

5⁵⁰

THIS PRICE
IS MUCH
LESS THAN
YOU ARE
ACCUS-
TOMED TO
PAYING



1H-862. Beautiful Plume, heavy full head, long wide fibres tied by hand, selected stock, 19 inches long, 10 inches wide laid flat, black only. Price. 4.29

4²⁹

NOTE THE
LOW PRICE
FOR THIS
WILLOW
PLUME

THE T. EATON CO LIMITED
TORONTO CANADA

Where the Ostrich-Feather Crop Comes From.

There are few people who know the ostrich except as they know the giraffe in the menagerie, or the side-show india-rubber man, whose chief asset is his lack of personal charm. But, however lacking in this respect, the ostrich is a money-maker, and the farmers of the Southwest have found it out. Let me introduce you to these farmers and to their crop:

In the Salt River Valley of Arizona are about 250,000 acres of rich land, soon to be made much richer and much more productive through immense irrigation works on which the United States is spending six millions of dollars. The valley is a great oasis in a parched land. Within it are produced oranges, dates, figs, and about all other fruits; but it has "made good," especially in the growing of alfalfa and the fattening of cattle. Now the cattle are to be crowded out upon the plains by the encroachment of the ostrich, if the ostrich enthusiasts are to be credited, and all the "Merry Widow" hats of the future will have decorations from our own Sunset Land.

Inclusive of those in zoos, there are about 4,000 developed ostriches on the American continents. Of these, less than 600 are in California, and a hundred or so each at Hot Springs, Ark., and Jacksonville, Florida. Nearly all the remainder are in the Salt River Valley. The Arizona industry was started in 1887, by Josiah Harbert, who brought in one pair and fourteen youngsters from California. All save three were smothered to death when being taken out to the ranch in a wagon, but from the prolific survivors have sprung most of the birds in the valley. Now there are seven farms around Phoenix.

The annual net increase of about fifty per cent. is secured mainly through the use of incubators, though on every farm a few paddocks are maintained, each for the sole occupancy of a pair of birds. Thrice a year the hen lays about sixteen eggs, and then sits, covering the eggs by day, when her drab plumage blends the better with the landscape. At night, most of the setting is done by the black-plumed male. When hatched, the chicks are guarded jealously by the male, who is dangerous to approach at such times.

Nothing but gravel is given the incubated chicks for the first week of their existence. Then they are turned into shallow pens in the alfalfa lots, possibly with some soft grain food "on the side." But on alfalfa straight do they live ever thereafter.

THE OSTRICH AT CLOSE RANGE.

Forty days at least are required for incubation, the heat being maintained at 101 degrees. A large percentage of the eggs prove infertile, and after the chicks are hatched they are very delicate until they are three months old. Moreover, the birds do not breed well or thrive satisfactorily where much visited by the public, so the show feature has almost been eliminated. Plenty of room is given. One company carries 1,800 adult birds and about 800 young ones on 1,000 acres of alfalfa. Like all other businesses where large profits are possible, there are risks and there is need of expert knowledge. But now the Arizona breeder has gained experience, and all seems serene.

Though mature and reproducing at five years, the span of an ostrich's life is about that of a human being. Birds usually begin to visibly decline at fifty, but may live to seventy-five years. Males weigh as much as 500 pounds, and have been known to stand eleven feet high. As much difference in quality is known as among horses. Some of the Arizona cocks are rated as worth \$5,000, but an adult bird in Arizona has a rough valuation of \$250, and a ten-months-old chick of \$100.

There is nothing lovable or domestic about an ostrich, as there usually is about a horse or a dog. He is nothing but an inquisitive, goggle-eyed and grouchy feather-producer. He doesn't know his keeper from a stranger, and the keepers usually seem afflicted with melancholia over their associations. About the only amusing thing on an ostrich farm is the fantastic waltz of the birds in the early morning. But there should be a degree of pleasure al-

Brains in Farming.

The farmer of the hour proposes to use less brawn and more brains, giving the drudgeries to the machinery and leaving himself time to solve the farm problems which can turn loss into a profit. Throughout the Northwest the gang plow, drawn by a gasoline tractor, plows one and one-fourth acres an hour at a cost

of seventy-five cents an acre. With the old-style plow, two acres a day could be plowed at an expense of two dollars an acre.

The threshing outfit of a score of years ago consisted of an old-fashioned separator and a horse-power. There were one or two hand cutters and one or two feeders. It took three or four men to measure and sack the grain, while from three to six stacked the straw in a cloud

of choking dust. The latest threshing machine is equipped with an automatic hand cutter, self-feeder, automatic weighing and sacking device, and a pneumatic swinging stacker, all operated by a traction engine. By the old method, it took three hours to thresh a bushel of wheat at a cost of seventeen and one-half cents. The modern machines do it in ten minutes for three and one-half cents.—Young People's Weekly.