

AD. TALK

LX.

How often it works out that impending disaster ultimately proves to be a blessing in disguise!

Less than 10 years ago the San Jose scale became introduced and threatened to destroy all fruit trees.

Oldtime sprays were ineffective against this insect, which in size was so small as to pass unnoticed to the untrained eye.

Because of its microscopic powers of multiplying, its sucking mouthparts, and its protecting scale, it was a most formidable foe to fruit growers. It could be killed only by a strong contact solution. Oldtime spray solutions strong enough to kill this insect would kill the trees as well. Here was the dilemma!

Old timers prophesied the ruin and the end of fruit growing. But no! The various state experiment stations, with their college professors, horticulturists and chemists, got busy. One of them, Professor Stewart, of Pennsylvania, evolved the lime-sulphur wash.

This spray has since worked the salvation of fruit growing. It has taken the Scale and also other scales and fungi, and, combined with arsenate of lead it has taken all insects as well for which it has been rightly applied.

With the evolution of lime-sulphur a new industry sprang into being—the business of making this spray fluid. Commercial lime-sulphur was first made in the Western States about 10 years ago. Five years afterwards the Niagara companies, which had three factories in the West, established a factory in New York State. From here the first lime-sulphur was imported into Canada.

Canadian growers were quick to recognize the benefits of lime-sulphur; a large demand for it developed. Business men arose to care for it.

M. C. Smith, of Burlington, Ont., had been importing the material for two years. He was largely interested in fruit growing. He was also an apple buyer. He therefore was in a position to see how a Canadian Company could do a good business in this line. The result was he organized a company, purchased the trade marks and rights of the Niagara Sprays, and built a factory at Burlington.

So successful did this venture prove that he has since built another large factory at Kentville, N.S., and one at Trenton, Ont.

While the success of this business has grown out of supplying a great need it has come to supply fruit growing. **Mac's Fruit Paper Advertising.** "Mac" Smith, the manager, is a great believer in and an efficient practitioner of advertising. Moreover, he can write good ads—you will be interested in watching for them.

He recognizes and takes advantage of the worth of Farm and Dairy. He advertises to "Our People."

Always seeking to serve his customers he thoughtfully added to his business a complete line of sprayers and accessories suitable and required for spraying the most difficult spray mixtures.

Now he has out a new product—a dry preparation of Soluble Sulphur. He will advertise this and his other lines as usual this year, and of course will use Farm and Dairy.

"A Paper Farmers Swear By"

POULTRY YARD

Methods at the C. E. F.

Hopper feeding with dry mash is the system of feeding in vogue at the Central Experimental Farm, Ottawa. This system reduces labor and gives good results. Mr. Gilbert, Poultry manager, believes, however, that a warm mash would result in an increased egg yield, and he is going to try this system. The difficulty encountered with wet mash is that the moisture in the mash freezes very quickly in the open house.

Ground oats, shorts, cracked corn, and a small percentage of beef scraps makes up the hopper mash. In a separate compartment of the hopper but if they would only take as much interest in their fowls as they do in other live stock on the farm they would find that few branches of stock make any better returns. Poultry does not pay in many cases due to lack of attention and the keeping of mongrels instead of pure bred fowls. Progressive stock owners are disposing of all their scrub cows and horses and filling their place with pedigree stock. It is time the scrub poultry were got rid of too.

To Improve the Average Flock

Jas. Nelson, Colechester Co., N. S.

Farmers generally don't believe in spending, or as some term it, wasting, much of their time on the poultry; but if they would only take as much interest in their fowls as they do in other live stock on the farm they would find that few branches of stock make any better returns. Poultry does not pay in many cases due to lack of attention and the keeping of mongrels instead of pure bred fowls. Progressive stock owners are disposing of all their scrub cows and horses and filling their place with pedigree stock. It is time the scrub poultry were got rid of too.

One breed is about as much as the average farmer can conveniently accommodate and attend to. The keeping of a variety of breeds entails more time and trouble. Before choosing any particular breed it is well to consider which one will suit the conditions and requirements best. Having thought that out and come to a decision, go to a reliable breeder and procure some females with an unrelated male and prepare for the hatching season. Attend to them well during the winter and commence hatching as soon as the weather is at all favorable. Having given the breed chosen a fair trial and assuming that it is giving satisfaction, my advice it would be stick to it and strive for improvement by careful selection and mating.

SELECTING BREEDING BIRDS.

About the end of the year go round the flock and select about a dozen of the best for the breeding pen. This gives us a better chance for grading up, and affords opportunity for closer observation. There are several points to be watched when mating up the breeding pen to produce strong healthy chickens that will develop into high-class poultry. Never inbreed, and when selecting males always secure strong, vigorous individuals from a good laying strain. Don't use pullets if it can be avoided, as the result is generally a lot of weakly, slow maturing chickens; two-year-old hens mated to a vigorous young cockerel have always given me best results.

The trap nest and egg record is a great help in building up a good laying strain, but on the average farm there is hardly time for this. If adopted, however, it well repays the time and trouble taken.

In striving for egg production never lose sight of the breed type and characteristics. Some poultry keep-

ers are quite regardless of these points. They seem to think that if they get a lot of eggs that it don't matter about the form or appearance of their fowls. But when they have stock to dispose of for breeding purposes they always find their mistake. Every fall the pullets should be rung so that when their second laying season is over and their days of profitable egg production ended, they can be disposed of while they are still of value for table use, except those wished to be retained for the breeding pen. Through negligence hens are often kept in some flocks up to five and six years; this means a serious hindrance to the poultry profits, as by that time they are not paying for their keep and are practically valueless for marketing.

The Best Breed of All

Jas. MacLaughlin, York Co., Ont.

I have just been making a study of the Canadian Record of Performance and have been more than pleased to note that my favorite breed, the Jersey, has the highest average production of butter fat in three of the four classes. Many dairymen I know are inclined to lerate the Jersey as an inferior animal when it comes to making dollars and cents. Here is proof sufficient that the Jersey is not an inferior animal.

In the United States, I understand, there are more pure bred Jerseys than animals of all other dairy breeds combined. A circular recently issued by the American Jersey Cattle Club summarizes the production of 1,614 cows and heifers that have been tested and their average is 7,655 lbs. of milk and 407 lbs. of fat. Five hundred and twenty cows five years old or over averaged 476 lbs. of fat. This, I believe, is a higher average than can be shown in any other breed. The best cow of our breed, Jacob Irene, has produced 952 lbs. of fat, which on an 85 per cent. basis is equivalent to 1,121 lbs. of butter. Surely this is a record worth while.

When I am sick I believe that I should prefer the Holstein. For the cream shipper I believe the Jersey is

ROYAL PURPLE Stock & Poultry Specifics

FREE

We will send absolutely free, for the asking, postpaid, one of our

large 64-page books (with inserts), on the common diseases of stock and poultry. Tells how to feed all kinds of heavy and light horses, colts and mares, rich cows, calves and young steers, also how to feed and feed poultry so that they will lay as well in winter as in summer. It contains 360 recommendations from all over Canada from people who have used our goods. No farmer should be without it.

You can fatten cattle and hogs in a month's time by using our Royal Purple Stock Specifics. Tells how to feed all kinds of heavy and light horses, colts and mares, rich cows, calves and young steers, also how to feed and feed poultry so that they will lay as well in winter as in summer. It contains 360 recommendations from all over Canada from people who have used our goods. No farmer should be without it.

ROYAL PURPLE POULTRY SPECIFIC. Makes your poultry healthy and keeps them free from disease. These goods are pure and unadulterated. We do not use any cheap filler to make a large package, entirely different from any on the market at the present time.

Royal Purple Stock Specific, 50c pkgs.; 40c 10c pkgs.; in an eight-oz. tin for \$1.50. Royal Purple Poultry Specific, 50c pkgs.; 40c 10c pkgs.; in an eight-oz. tin for \$1.50.

Royal Purple Lice Killer, 25c and 50c tins; 50c by mail.

Royal Purple Gall Cough, 25c and 50c tins; 50c by mail.

Royal Purple Swine Lintiment, 50c bottle; 30c by mail.

Royal Purple Cough Cure, 50c tin; 60c by mail.

Royal Purple Disinfectant, 25c and 50c tins; 50c by mail.

Royal Purple Worm Powder, 25c tin; 30c by mail.

Assorted order amounting to \$5.00 or over.

Manufactured only by The W. A. Jenkins Mfg. Co., London, Canada

as profitable an animal as can be had and there is much authentic test work to prove this claim. I know that the common conception of the Jersey is that it is a rich man's cow. Public tests prove that it is a good cow for the poor man also.

Progressive Farmers and Dairymen, Everywhere

are using

SHARPLES

Tubular

CREAM SEPARATORS

Many of them who formerly shipped their milk are now selling the cream and feeding the skimmed milk to the calves, pigs and chickens.

The high price of veal, pork and poultry pays them well to do this—and they're making more money than ever before.

They are successful, progressive men.

Here's a Letter from Maine:

Am using No. 3 Sharples Separator. In 1910 milked 61 cows and 2450 worth of cream, and raised 3200 worth of calves and pigs on the skim milk. Haven't spent up to 1911, but estimate were easily as good.

Sharples Tubular Cream Separators make money and save time for you because they get all the cream, are easy to run, and can be cleaned THOROUGHLY in a few minutes.

One of our customers wrote us the other day that his No. 4 Tubular in twelve years had cost him 50c and 20c repairs. Some record, that—and well remembering when you buy a Cream Separator.

Isn't the price you pay for a separator that counts, but how much EXTRA profit it makes for you.

Sharples Tubulars make extra profits. We offer you a Free Trial—and then guarantee the Separator not only for one year, or two years, or five, but FOREVER.

Write for our interesting Tubular Catalog No. 253 today. It suggests ways to make more money from your cows.

The SHARPLES SEPARATOR CO.

Toronto, Ont. Winnipeg, Man.