

experience, is it any wonder that they do not succeed?

But this is not the only cause of failure with the beginner. The others might briefly be stated as too much haste; buying too scattered, entailing too much unnecessary labor; the breed or breeds selected not being suitable for the purpose intended; houses not built upon the sanitary plan; too much changing of the bill of fare; unkindliness of small details; harboring too much unprofitable stock; carelessness in caring for all birds; raising too much on hired help; and learning too fast.

It is a waste of money to buy too much land. From five to ten acres is sufficient for the largest kind of plant. A general mistake is the continual changing of the bill of fare. There should be one system in feeding, and that regularly followed. The bill of fare should contain the greatest variety possible, but the system should not be changed. New articles of food should not be given to the exclusion of others until the fowls have had a chance to become acquainted with them. All additions or changes should be gradually made. If the fowls are doing well on what they are getting, no change should be made at all.

Probably the most common error is "learning too fast." It is a noteworthy fact that, as a rule, by the close of the first year the beginner forms the opinion that he knows it all. Thirty years spent in the poultry yard has taught the writer that he has much yet to learn. There is always something new turning up. The wise man reads, studies, practices and investigates, thus daily adding to his store of knowledge.

Beginners must go in to win. They must not become faint-hearted. They must put their shoulder to the wheel. In all occupations the successful ones are those who stick to their work. There will be dark clouds—it is so in all businesses. There will be days of discouragement, but the wide-awake man battles right along, never tiring, never getting the "blues." He knows that "every cloud has a silver lining," and that the sun will surely shine some day.

The poultry business wants men with pluck.

Marketing Hints

HERE are a few hints to those who market poultry or poultry products:

Market 1500 roosters separately.

Aim to attract the eye of the buyer. Have regular market days.

Try to build up a reputation for prime stock.

Grow bone and muscle first and then fatten.

Big combed broilers are apt to be wrongly classified in market; always notify your commission merchant before shipping.

Young fowls shipped with old stock will command old-stock prices.

Poultry should be killed the day before marketing when going direct to the consumer.

Do not mix white-skinned chickens in the same shipment with yellow-skinned ones.

Have a tag fastened on each fowl you send to market. It is the best way to advertise your stock.

Always cater to the whims of the buying public, notwithstanding what our own personal ideas may be.

Assort market eggs according to size and color. It pays to cater to the whims of the market. There is no difference in the quality of a brown-shelled egg and one with a white shell, but one should no sooner think of sending a consignment of brown eggs to a white egg market than of sending roasting fowls to a man who asks for broilers.

Poultry Jots

Never allow a green scum to coat the drinking vessels. Such a condition is a disease breeder. Drinking vessels and feed troughs should be kept scrupulously clean.

During clear weather, the windows and doors of the houses should be opened wide so as to allow the fresh air and sunshine to enter and purify the atmosphere. In short, cleanliness means not only keeping the floor, dropping boards and the walls clean, but also the cleanliness of the air

made so by nature's remedies: pure air and searching sunshine.

Every poultry keeper must fight mites. They are carried by sparrows and in various other ways. Mites thrive in unclean houses—in the nests, on the floor, and in cracks and crevices about the roosts. They are first noticed in early summer hiding under and about the perches. When allowed to multiply they spread to all parts of the house. They attack the bird at night and live by sapping its blood. They may kill little chicks and effectively reduce egg production. When

you first notice the mites clean the house thoroughly and spray the nests, dropping boards, walls and perches with kerosene. As a precaution, white-wash the entire house.

Chicks will not make the best development unless they are free from lice. Fight the mites and lice vigorously during the hot months.

Begin to market the old hens as they stop laying. Be sure they are good and fat.

A layer is a hen or pullet devoted to market eggs, and should not be used in breeding pens.



New Prices, August 1st, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916

Chassis	\$450 <u>00</u>
Runabout	475 <u>00</u>
Touring Car	495 <u>00</u>
Coupelet	695 <u>00</u>
Town Car	780 <u>00</u>
Sedan	890 <u>00</u>

f.o.b. Ford, Ontario

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

Ford Motor Company of Canada
Limited

Ford, Ontario