

# POULTRY

A LARGE BUSINESS

The poultry business is supposed by many to be a small business—not worth serious thought of our well-to-do farmers. The fact is that we farmers have neglected our poultry shamefully. It is estimated that there are 2,000,000,000 dozens of eggs consumed in the United States, and if the average price per dozen paid were 15 cents we would have a grand total of \$300,000,000. How much of this money are we getting? Are we getting our share or are we letting the others get it? What other branch or side line of farming will pay as much? The above figures are for eggs only. Our fowls will soon get their share in the market, equal the above figures. Take our turkeys, geese and ducks and we are safe in saying that the income derived from some would be at least \$500,000,000 per year. We see by the above figures that the poultry business is no small business. No person can give a correct figure of what our poultry will bring in one year. Many will start in the poultry business this year only to meet disappointments. There are many ups and downs, especially down, in the poultry business. And right here is where the ones who are successful make money. If every one that took up poultry made a success of the venture our markets would soon be glutted.

The successful poultryman of today started in a small way. He could give his time to his small flock and study their wants, thereby soon mastered the business. Never start in the poultry business till you have the poultry houses built in the way they should be built. Always build them so as to admit plenty of fresh air and sunlight. See that no drafts can reach the fowls. Drafts will give the fowls colds and colds will develop into roup and roup will soon put your fowls under the sod. Keep your fowls healthy with plenty of fresh air and exercise and you will have no trouble in getting the desired eggs, provided you are feeding for results.

More young chicks die each year from the ravages of lice than from all other causes put together. Provide a dust bath for your fowls and it will help you to keep them lice free. Clean your houses at least twice a week. Disinfect once every day the drinking fountains and you should have little trouble in keeping your fowls in a healthy state.

The man who keeps pure bred fowls will find a certain demand for eggs for hatching, and cockerels will be wanted by many just starting in the poultry business. A good time to do to sell your surplus stock.

Don't try to raise fine poultry and lice at the same time, if it cannot be done. Decide first which it will be, then go ahead.

## KEEPING THE YARDS FRESH

Where the poultry flock is confined to small yards on farms, the usual plan is to make a very narrow gate for entrance so the fowls will not escape when the attendant enters or departs.

While this arrangement may save a little trouble in that regard, it does not provide any way to get a horse and plow inside fence, to turn over the ground frequently.

If the flock is confined to small range the soil will foul quickly, and the best way to sweeten it is by turning over and raising quick growing crops.

A 4 foot gate will permit of passage for one horse attached to small plow or other cultivating instrument, and the ground will get stirred, better than if the work had to be done with a hand fork. Two poultry yards are desirable, one being used while the other crops are getting a start in the other. The flock may be transferred to new pasture when the foliage gets 2 or 3 inches growth.

Oats, rape and rye make desirable forage crops for the poultry.

**Old Fashioned Beauties in Flowers**  
Those who desire to grow old fashioned flowers should not attempt too many kinds, but rather have a chosen few. Nor should they hesitate to grow a quantity of the kinds selected, as exchanges may be readily made with neighbors. Perennials should be planted abundantly, as they will spread and practically take care of themselves.

New old favorites include: Single and double hollyhocks, larkspurs, lupins, Canterbury bells, foxgloves sweet William, columbine, hardy phlox, anemones, iris, yucca, baby's breath, polyanthus, clove scented pink, lilies, sea lavender, larkspurs or hardy pansy, valerian, wallflowers, violas, tulips, hyacinths, daffodils, lily of the valley, rosemary, lavender and ferns.

**Applying Poultry Manure**  
Poultry manure is recognized as the richest animal made fertilizer obtainable, and sometimes the problem of properly applying it to growing crops deters owners from its use. A gardener in New York takes a tub or half barrel and fills it half full of the manure, using water to soak out the elements of fertility. The liquid fertilizer is poured around the roots of those plants which need forcing, being put on at night so evaporation will not be encouraged by the sunlight. The results have been very encouraging.

**Blankets at 79c**  
One lot of Cotton Blankets, size 66x76 inches, in other gray or tan with fancy colored border. Just the proper weight for comfort these cool evenings. On special sale while they last a pair 79c

# SCHWARTZ BROS

THE LOW PRICE LEADERS

**Blankets at \$3.87**  
One lot of Fine Wool Blankets, good heavy quality, in gray with either pink or blue borders. Size 66x76 inches. New York. Worth \$10.00 a pair, on sale at a pair \$3.87

## Introducing New Fall Merchandise, Continuing the Sale of School Wearing Apparel and Closing Out the Odds and Ends Left From Our Great Outlet Sale

### A Special Sale of Sample Sweaters

A lot of 1,283 salesmen's sample sweaters from several large and representative concerns to be closed out at wonderful sacrifice prices. All styles for women, misses and children. You cannot afford to miss this big saving opportunity.

**Women's Sweaters**, in mannish, cardigan, loop, jumbo or fancy stitch, in grays, cardinal, navy, old rose, fancy combinations, etc. Made in plain or Norfolk style and finished with Byron or roll collar. Sweaters worth from \$2 to \$10, each going at \$3.90, \$2.87, \$1.95, \$1.69, **95c**

**Misses' Sweaters**, knitted in cardigan, loop, jumbo or fancy stitch. Made in the popular belted style. Finished with Byron, roll or two-in-one collar. These are shown in black, white and all the leading colors. Sweaters worth from \$1.75 to \$4.50 each, special at **79c**

**Children's Sweaters**, in red, gray, blue, etc. Made in plain or belted style and finished with either roll or Byron collar. Styles for boys and girls. For school and general wear. All sizes in the lot. Sweaters made to sell at prices ranging from \$1.00 to \$3.75 each, special at **47c**

**Infants' Sweaters**, either Worsted, Zephyr or Saxony yarn, in white, combinations and all the most wanted shades. Either mannish or fancy knit. Made in the fancy belted style. Come early and pick out the sizes you desire. Sweaters worth from \$1 to \$2.50 each, going in this sale at 65c, 60c and **44c**



## Women's Ready-to-Wear Garments

New Fall Models Included in This Sale

**Fall Style Dress at \$8.62**  
Women's and Misses' Dresses, made of French Serge, in navy, black, burgundy, wistaria or green. Plain, belted and other smart styles, with flare or fancy skirt. Sizes 16 to 46. These are all advanced fall styles. Price each \$8.62, \$9.87 and \$11.62.

**Silk Dress Now \$10.00**

Women's and Misses' Dresses, made of Guen, Soie, Changeable Taffeta, Crepe de Chine, Meteor, Georgette and Gros de Londres, in all the most fashionable colors. Made up in a variety of charming styles and trimmed effectively. Worth up to \$35.00 each, your choice of the lot while they last.

**Big \$1.00 Wash Dress Sale**

Women's and Misses' Summer Dresses, made from a splendid assortment of pretty washable materials. This lot represents mostly odds and ends from our various large purchases, and to give detail description would be out of reason. Dresses in this lot worth up to \$6.50 each, your choice of the lot for \$1.00.

**Coat Special Now at \$3.85**  
Women's and Misses' Fashionable Coats, made from mixtures, check materials and double warp serge, in either flare, belted or pleated style. Finished with silk collar and cuffs. These garments are shown in the new shades. Coats worth up to \$10 each, your choice of the lot while they last \$3.85.

**\$35.00 Suit Special at \$7.50**

Women's and Misses' Suits, made from every fashionable and fine quality Taffeta Silk or Silk Combinations in a variety of pretty colors. Made up in so many charming styles that detail description would be almost impossible. These suits were made to sell at prices up to \$35.00, on sale while they last at \$7.50.

**Extra Size Suit at \$12.68**

Women's Extra Size Suits, made from wool materials. Checks and solid colors suitable for these figures. Good selection of coat styles. New flare style skirt, trimmed to match coat. See these garments if you are hard to fit. Suits worth from \$27.50 to \$35.00 each, special at \$12.68.

## Specials

**Waist at 59c**

Women's Waists, made from white lawn in many different styles: some with elaborate fronts, some allover embroidered, others lace trimmed. Long or short sleeves. Quicker or military collar. Waists worth up to \$1.50 each, on sale at **59c**

**Spread at \$1.98**

Bedspreads, Marcellite, size 76x96 inches. Very beautiful designs. Priced according to quality. On special sale each **\$1.98**

**Centerpiece at 24c**

Centerpieces, size 18 inches with 12x24 inch scarf to match. Made of Linens. Price each in **24c**

**Corset Cover at 49c**

Corset Covers, made of either Valenciennes or French Lawn, beautiful hand embroidered designs, each **49c**

**Gloves at 39c**

Women's Short Silk Gloves in black, white and all colors, the lot including several well known makes, regular 75c to \$1.00 values, a pair 39c, 45c and **39c**

**Pillow Case at 19c**

Pillow Cases, made from the quality muslin, size 18x26 inches. The scalloped kind tomorrow each at 15c. The slightly hemstitched kind, special each **19c**



## School Apparel Sale Continues

An Endless Chain of Bargains

**Boys' School Suits**, made from Unfinished Cheviots and Cassimeres, in fancy mixtures, black and tan. Norfolk coats for knickerbocker pants. Ages 5 to 17 years. Suits made to sell at prices ranging up to \$3.50 each, choice of the lot at **\$1.87**

**Boys' School Suits**, some complete in the lot, made from Cassimeres and Scotchies, in fancy browns and grays. The new Balgownie coat and knickerbocker pants, ages 5 to 17 years. Suits with two pairs of pants, worth \$5, special during this sale at **\$2.39**

**Boys' School Suits**, made from All Wool Cassimeres, in pencil stripe, blue, rich browns, etc. The coat is belted, Norfolk design, has triple sewed seams throughout, turned bottom facing and machine sewed buttons. Knickerbocker trousers cut extra full. Ages 5 to 17 years. Suits worth up to \$3.00 each, special at **\$2.85**

**Boys' Stylish Caps**, made of good quality Worsted, Serge and Cassimeres, in fancy mixtures, the hands regularly sold at 50c and 75c each, here at 45c and **23c**

**Children's School Hats**, fine elastic ribbed, reinforced back and top. Special pair **12c**

**Children's School Hats**, in black and colors, reinforced. Handsome ribbed. Special pair **24c**

**Girls' Hair Caps** made of good rubberized mercerized satin in blue and gray mixtures, the regular \$1.50 to \$2.00 kind, in this sale at \$1.19 and **87c**

**Boys' Waists**, made from black satin, these are well made up and finished. Waists worth up to \$1.50 each, special at **19c**

**Children's School Dresses**, made from other light or dark colored materials, in a number of pretty patterns. Sizes from 6 to 14. This lot represents a surplus stock from a large eastern concern. Dresses worth up to \$3.50 each, at **59c**

**Children's School Dresses**, made from either Gingham or Gingham, in plain colors, pretty stripes or plaids. Blouse or jacket effect. Ages 6 to 14 years. Dresses worth up to \$2 each, in this sale at 90c, 80c, 70c and **69c**

**Children's School Dresses**, made in the popular utility style, from a number of good serviceable materials. These are shown in plain and combination effects. Dresses made to sell at prices up to \$4.00 each, in this school sale at \$1.38, \$1.19 and **98c**

**Girls' Coats** in cardigan and plain Serge in all the popular shades, made with large sailor collars or plain collars, with turned (trimming of silk or cloth), ages 6 to 14 years. The regular \$1.50 to \$2.00 values, at \$1.19, \$1.09 and **\$1.87**

**Children's School Shoes**, gummetal, calf or patent with buckles or cloth tops and solid leather upper sole and counters. Misses' shoes from 1 1/2 to 2 at a pair \$1.49, \$1.99, \$1.99 and \$2.48. Sizes from 1 to 6 at a pair \$1.99. Sizes from 7 to 11 1/2 at a pair \$2.48, \$1.99 and **\$1.49**

**Boys' School Shoes**, gummetal, calf or patent with buckles or rubber bottom or rubber style. These are the kind built to give good wear. Large sizes from 1 to 6 at a pair \$1.99. Sizes from 7 to 11 1/2 at a pair \$2.48, \$1.99, **\$1.69**

**Boys' White Madras Ties**, with collars attached, the classic quality and at the sale at **19c**



**Girls' Coats**, made of good Mixture, Worsted, Gingham, Cheviot and Serge in white and all the leading colors, finished with stylish collar, neatly trimmed, regular \$2.00 values, in this sale at **\$1.49**

**Boys' Blue Chambray Shirts**, worn well made and finished, worth 50c each, in the sale at **33c**

**Boys' Madras Waists** in light and dark patterns, with or without collars, regular 50c and 75c, in this sale at **39c**

**Boys' White Blouse Waists**, made of the imported Madras, with or without collars, up to the regular 75c kind, at **44c**

**Boys' White Madras Shirts** with cuffs attached, good quality, the regular 75c kind, at **44c**

## STATE AGRICULTURE NOTES

Statistics gathered by the Pennsylvania Department of Agriculture show that the plum crop in the State will be about 62 per cent of the normal yield. The average price of cherries per quart in the State was eight cents, raspberries ten cents and blackberries nine cents. Clearfield county reports a hay harvest of over twenty

per cent larger acreage than last year. Thirty-two counties report an increase in acreage sown to buckwheat as compared with a year ago with Cameron county leading with ten per cent and Wyoming next with eight per cent. Farm labor is reported very scarce and in some counties lack of farm help has greatly retarded the harvest

ing of the crops this season. The lack of rain during the past few weeks has retarded both potato and buckwheat crops in many sections. Apple crops, larger than normal yields are expected in Elk, Forest, Mercer, Potter, Susquehanna and Tioga counties. In August, 1915, a Fulton county farmer brought five ewes for \$25.

This summer he sold five lambs when four months old \$53 and \$74 pounds of wool for \$12.87. He retained the best lamb and now has a flock of six sheep, earned the original investment and had \$41 profit. The cost of keeping the sheep was very small. Printers Ink has been responsible for thousands of business successes.

# FARM & GARDEN

DOES THE FARM PAY?

**Demonstrators Point out the Difference in Results Between Good and Bad Management**

In every community there are certain number of farmers who have found for themselves how to make a good profit from their farms. They are now being used by county agents as practical object lessons for their less successful neighbors. Under what is known as the farm management demonstration plan, the county agent analyzes the systems that these men have adopted, compares them with the practice on farms that pay less or not at all, and learns in this way the factors that make for successful farming in a given community. He is then in a position to say: "This is the kind of farming that pays. If you don't believe me, look around you. It's not a theory, it's a fact."

The demonstrations of this kind that the Department of Agriculture, cooperating with the state colleges of agriculture has made already, afford some striking instances of the difference in results between good and bad farm management. Recently 54 groups of farms in 19 states were studied in order to ascertain what the farmer obtained for his year's work after deducting the interest at 5 per cent on the value of his farm and other capital—in other words, to find out his labor income or wages. In each of these groups, which included altogether 4,400 farms, the conditions were reasonably similar. In each group the farmers were divided into five numerically equal classes according to their labor income.

It was found that although the average labor income for all the groups was only \$247, the average for the farmers in the first class—that fifth of the farmers who did best—was \$1,421. In the second class it was \$642. The last class—the fifth of the farmers who were least successful—got nothing for wages and lost, on the average \$215. That is to say the investment on the amount of money represented by their farm, stock, and equipment would have been \$215 more than the farm returned them. It should be borne in mind in this connection that the labor income is merely the farmer's wages and that the family and in addition, besides interest on investment, the use of the farmhouse and such fuel and food as the farm supplies free of money cost.

Other demonstrations have produced similar results. In many a northern community, one fifth of the farmers are making approximately \$1,000 a year more than the average and \$2,000 more than the least successful. This is not luck, nor is it altogether, or even chiefly, a question of the individual farmer. Further analysis will show that the successful men are following certain methods adopted to their conditions and that the unsuccessful are not. It is the business of the county agents and farm management demonstrators to ascertain what these methods are and to point them out.

How this can be done is shown by a study of a farm which, for the sake of convenience, can be called the Baldwin farm. The owner's labor income one year was minus \$48—his income was \$45 less than the interest on his farm and equipment. That year the average labor income on 130 farms in the same community was \$139 and 1 or the 25 more successful farms \$159. There were however, other differences which did account for it. Baldwin had 13 acres in crops, as compared with an average of 68 and for the best farms 95. He fed practically all his crops to his 11 cows and 2 horses, but the receipts from butter and milk from each of his cows averaged only \$29. On the average farms there were 8 cows, giving average receipts of \$44, and on best farms eight cows, with average receipts from each of \$62. The other farmers with their larger crop acreage had a surplus of crops to sell. Baldwin, with as poor yields as the others per acre, had practically nothing to sell, and the stock to give him fed his crops was too poor to give him profitable returns.

The important thing for Baldwin, said the demonstrators when they had ascertained these facts was to weed out his herd, to keep a record of the production of each cow and to get rid of those which were costing him money. The next thing was if possible to rent or buy a little more land so that the size of his business would be more commensurate with his equipment. He and his horses were capable of farming as much land as his neighbors, and by not doing it he was wasting his time just as his cows were wasting his feed.

Such demonstrations, of course, are valuable only for the community in which they are made. They cannot be taken to mean that it is better to keep 8 cows than 11, to sell crops than to feed them, or to cultivate 90 acres than 50. They show, however, that there are always profitable and unprofitable ways of running a farm in any community, and that if a man is losing money in return for hard work it will pay him to learn from his neighbors who are making it. It is helping him to do this that the county agents are now finding one of their most useful functions.