

SLOGAN ARTICLES CROWDED OUT OF MAGAZINE SECTION

THE POULTRY OPPORTUNITIES IN THE WILLAMETTE VALLEY MANY AND VARIED

Thousands of Acres So Favorably Adapted to the Purposes of Poultry Farming That It Should Attract Hundreds of Poultrymen Looking Forward to Engaging in This Profitable Branch of Agriculture in the Great Pacific Northwest.

Editor Statesman: The poultry opportunities in the Willamette valley are many and varied. Within its borders are thousands of acres so favorably adapted to the purposes of poultry farming that it should attract hundreds of poultrymen looking forward to engaging in this profitable branch of agriculture in the great Pacific northwest.

The proximity of this land to an excellent market, the character of soil and drainage, superior climatic conditions, green feed all the year round, good roads and excellent transportation facilities combine to make it all that could be desired for the establishment of such an enterprise.

There is nothing fanciful in the prospect of success in this field, as proved by the hundreds of successful poultry farms that have been in operation for years, and whose expansion has been accomplished largely through their own earnings.

As the present situation stands, the division of Willamette valley poultry activities might be generally classified as poultry breeding (implying profitable egg production as well), commercial egg farming (where no breeding is done), commercial hatcheries, and the raising of demerons is becoming more and more distinct with each succeeding year.

In a smaller degree there are still further divisions worthy of mention. Some farms are devoted almost exclusively to the rearing of pullets to be marketed at 8 to 12 weeks of age to farmers and commercial egg men; and other farms to other specialized purposes, but practically all centering around the basis of the production of eggs. As yet there has been very little development of the strictly meat side of the business.

The strictly commercial egg end of the industry is not yet developed to the extent that it has been in some other sections of the Pacific coast; but poultrymen are coming more and more to the realization that this branch has great financial possibilities little realized because most of the publicity has related to unusual successes in breeding plants. However, the commercial egg farm with its fewer problems holds a splendid advantage for the person of limited experience. The establishment of a poultry breeding farm should be undertaken only by one with a natural liking for, and with sufficient capital, breeding experience and business ability, and with a willingness to stick to it through a period of years until the business is thoroughly established.

The establishment of commercial hatcheries in the Willamette valley is of comparatively recent origin. Some are maintained in connection with breeding plants, and other operate exclusively as hatcheries. The demand for hatcheries has been stimulated by the growth of the commercial egg farms, and the necessity for a more uniform and more profitable flock on the general farm. The farm wife is awakening to the possibilities of a strictly commercial egg flock where she purchases her chicks each year from a breeder or hatcheryman and thereby eliminates the fussy and uneconomic method of raising a variegated flock with a bunch of setting hens. She is coming to realize that her flock should either be just large enough to supply the home table, or else large enough to demand the care and management necessary for profitable commercial production.

No analysis of the poultry situation here in the Willamette valley would be complete without mention of the marketing facilities. Immediately adjacent to Portland, the great market of Oregon, and the shipping gateway for all exports, it has an unusual advantage of location that assures a constant outlet with low transportation costs. The greatest single marketing factor, however, is the fact that we have a real successfully functioning cooperative egg marketing association with headquarters in Portland: the Pacific Cooperative Poultry Producers. Through the years this association

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A few drops of "Outgro" in the service of the ingrowing nail reduces inflammation and pain and so softens the tender, sensitive skin underneath the toe nail, that it can not penetrate the flesh, and the nail turns naturally outward almost overnight. "Outgro" is a harmless antiseptic manufactured for chiropodists. However, anyone can buy from the drug store a tiny bottle containing directions.

put outside after the third day, a little at a time, of course, until they are broader wise, and then they are allowed to come and go at will.

A green feed is essential. If the run has no available green feed, it must be supplied, finely cut kale, lettuce and succulent vetch being the most popular ones.

Natural Development Best At five or six weeks of age when heat is no longer needed, then chickens are allowed to go upon low roosts. As soon as possible they are put upon open range in order to develop as naturally as possible. Grain and mash is fed, both feeds having but a small percentage of protein in order to avoid rapid development. Green feed is necessary and must be supplied unless the range has it. Ground corn is a good conditioner and brings the chickens to maturity with a good weight, and at the same time keeps them from laying at too early an age. At six months, if this method is used, the pullets are ready for laying and are confined in modern laying houses, 24 by 50 feet in size. The only change, perhaps, is that of mash, which contains a larger percentage of protein. This mash is always accessible. For scratch feed the chickens are fed five pounds of mixed grain, corn, oats and wheat to each 100 hens and at night 10 pounds are fed. Oyster shell, grit, dry granulated bone, and charcoal are likewise accessible. Green feed is necessary, as usual, for, like charity, it covers a multitude of sins all the way along. One following these directions will never be disappointed, for we average, as a rule, receiving 260 eggs from each pullet during the first laying year.

A Few High Lights A few high lights learned by experience are: That new uncontaminated brooding ground is essential for baby chicks, and developing pullets. That one receives good winter producing stock if the

pullets are held back from laying and developed at the same time. That eternal vigilance is the price of success. And that mites are a lazy man's pest and can be destroyed by cleanliness and an occasional spraying with a reliable disinfectant. That lice are avoided by application of mercurial ointment twice a year. That advice from the O.A.C. extension department is always good. And that a genuine interest must be taken in the work in order to make it a genuine success.

—Paul Shepard, Salem, Ore., Rt. 1, March 1, 1927.

One expert says that Lindbergh's success is due to luck but it is our idea that a little Lindbergh's pluck would be worth a whole carload of horse-shoes.

(Associated Press Science Editor) NEW HAVEN, Conn.—(AP)—A whirling metal mirror that makes 360,000 revolutions a minute offers a hint that some day photographs can be taken with exposures of a billionth of a second.

Professor Ernest O. Lawrence, Dr. J. W. Beams and W. D. Gar-

MIRROR'S TURNS HINTS NEW CAMERA

360,000 Turns Per Minute Indicates New Trend in Picture Making

Application of the same principle to photography, the physicists suggest, may eventually make possible a high speed shutter that can catch such rapid motions as those occurring in atomic processes. The device also makes possible measurements of the time taken by light to travel only a few feet. Scientists have usually made their experiments with light speed over comparatively long distances, but the whirling mirror permits such tests to be made in the laboratory.

mon at Sloane Physics Laboratory, Yale University, are using the mirror in studies of extremely short flashes of light. The reflector, whirled by a column of air, cuts a beam of light into pieces so small that the duration of each is computed in billionths of a second.

To spin the mirror, the physicists place it over a perforated brass cup. Compressed air, passing through the holes, lifts the reflector a tiny fraction of an inch and causes it to whirl. Usual mechanical frictions are eliminated because the mirror does its mad dance suspended in air.

The physicists believe they may be able to increase the speed of the mirror to a million revolutions a minute, thus making possible still further reductions in the duration of light flashes. The scientists point out, however, that as the velocity grows the atoms in the mirror are subjected to such terrific disturbances that they are likely to fly apart, shattering the metal.

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has operated it has created a reputation for the high quality and uniformity of Oregon eggs in the great consuming centers of the east, has aided in the stabilization of prices, increased the returns to the producers of eggs of high quality, the ever increasing demand for which gives no indication of any danger of over production of this class of product.

AMBROSE BROWNELL, Milwaukie, Ore., Feb. 29, 1928.

(Mr. Brownell is a son of the late Senator Geo. C. Brownell, who was well known in Oregon political circles. Ambrose served with the engineer corps in the World War in France for 16 months, and engaged in poultry breeding after his return. He has built a well equipped breeding farm near Milwaukie, and only about five miles out of Portland. He has become an outstanding White Leghorn specialist, "devoted to the ideal of doing everything well," as the principal slogan of his beautiful catalogue reads. He serves high class poultrymen all over this coast, and all over the country, who want high flock production and large, white, strong shelled eggs.—Ed.)

PRIZE POULTRY ARTICLE IN 1927

(The first prize article in the poultry Slogan number of The Statesman of last year, March 3, was written by Paul Shepard, of Salem, Rt. 1 (Polk County), and it was good enough to be repeated this year, as follows:)

There is one industry carried on on the farm which is becoming increasingly popular and that is the poultry industry. More and more, people are anticipating the time when they can change their particular line of endeavor into that of chickens. Statistics will undoubtedly show that more chicken ranches have been established in the last five years than any other one kind. One good reason is that operations on a large scale can be carried on with limited acreage, but the best reason is that the chicken business is really profitable if carried on in the correct manner. The aforementioned correct manner will now be described. The following is an account of the operations upon my father's farm which we think satisfactory.

Actual Operations One must secure chickens from mature hens of high producing stock, brooded by the colony method. By the colony method we refer to the method of putting five or seven hundred chickens in a unit and brooding them with a heater and coal burning stove. Briquettes, it seems, however, are better fuel than coal, giving a steadier heat. The conventional house for a unit of this size is 10 by 12 feet in dimension. One of the most important things in successful chicken raising, if not the most important, is to start the chicks right. The chicks are not fed until the third day after coming from the incubator, and then they are fed very sparingly on clabbered skim milk and commercial chick mash, a high quality being preferred because of its nutritive value. No water is given for a month. If the weather permits, the chickens are



Theresa Kloss

New Hair Style Rage in New York

"Wherever you go in New York now, you are sure to hear girls talking about the new way thousands of them are doing their hair to keep it in place and make it soft, lustrous and beautiful," says Miss Theresa Kloss, 7130 72nd Place, Glendale, New York City. "I have hardly any time to give my hair. So this new style just suits me. All you do is put a few dashes of Danderine on your brush every time you use it. The first few applications get rid of all my dandruff, and every time it gives a new sparkle and life to my hair that makes everyone admire it. It keeps your hair in place, too, just like you arrange it." Every application of Danderine refreshes your scalp and invigorates your hair. It removes the oily film and makes every strand gleam with new lustre. Dandruff disappears when you use Danderine. Waves "set" with it stay in longer. It's neither sticky nor oily. All drug stores have the generous 35c bottles. A fragrant necessity for the well-groomed girl.



Auction Sale

ESTATE OF J. H. WRIGHT The Court has ordered personal property sold belonging to the estate of J. H. Wright and the property listed below will be sold to the highest bidder

Wednesday, March 7

Sale to be held on the J. H. Wright farm approximately five miles north from Salem, Oregon, adjoining the Wallace road in Polk county. The following property will be sold:

- CATTLE—17 head, heavy producing cows, herd bull and young stock. Seven of these are registered Jerseys, the remainder are high grades. Detailed information will be given at sale time and tabulated pedigrees will be at the ring-side for the registered Jerseys. They are of popular breeding and desirable individuals.
 - HORSES—Five head heavy horses, this includes two span of outstanding heavy horses, one span coming five years old, well matched. If you want something extra good in horses, attend this sale. Two sets of harness, besides extra collars, etc.
 - SHEEP—Thirty-five yearling ewes, one buck.
 - HOGS—Chester Whites, Brood Sow, Feeders just ready for the market.
 - IMPLEMENTS—Tractor, Tractor plow, Double disc grain drill, tanning mill, tractor disc, feed mill, mower, binder, hay rake, manure spreader, spring tooth harrow, Kimball harrow, culti-vator, stalk cutter, two wagons, corrugated roller, seeder, hay rack, plows, and various other implements that go to equip a farm. Cream Separator, dairy utensils, platform scales, hay forks and rope, fruit boxes, hand tools of various kinds and numerous other articles. Oats and wheat in the bin.
 - HOUSEHOLD GOODS—Dressers, beds and bed-clothes, tables, piano, etc., etc.
- TERMS: Cash. Arrange With Your Banker for Credit if Needed.
- Sale Starts at 10:00 A. M. Lunch Will Be Served at Noon by the Brush College Grange
- ESTATE OF J. H. WRIGHT
- United States National Bank, Administrator and Clerk
COL. BEN T. SUTTELL, Auctioneer, Albany, Oregon
E. A. RHOTEN, Sale Manager, Salem, Oregon



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