

and and the state of the	CULL POULTRY Time of moult, yellow color and low laid in the yolks of the eggs	٠
LEYS	OREGON AGRICULTURAL COL- OREGON AGRICULTURAL COL-	
tore the war	LEGE. Oct. 2.—"Commercial poul- trymen must cull the poor layers or go broke at the game," said James Dryden to Willamette valley grow- ers who recently assembled at the college to learn the why and the how of culling. "All growers must cull or lose money on their flocks. Even	
te ring the war	the best bred young flocks of the country have about 25 per cent of money-losers that must be taken out or lose as much as the good layers make. The experiment stations have developed a method of picking out the non-layers because the need	•
e		
NOW	ESSEX	Ē
OR LASTS		•
	The Test of Power	
	and Performance	
	If you could meet with the new owners of the Essex and share with them the pride they have you would appreciate why these owners are the staunchest supporters of the worth of the	•
	Essex Motor Cars	•
	Consistent in every detail—power, mechanism, style—the	
	owner will tell you it is a joy to sit at the steering wheel and feel the consistency with which the motor adjusts itself to every emergency. He will tell you after a long drive how rest- ful it glides along.	
AIRS STIMULATE BETTER POULTRY	owner will tell you it is a joy to sit at the steering wheel and feel the consistency with which the motor adjusts itself to every emergency. He will tell you after a long drive how rest-	

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ter is of assistance in locating or develops community spirit. 7. Creates selling good cows, bulls, feed, etc. more interest and pleasure in dairy-He is paid by the month, and board- ing. ed by the members of the association.

## What It Costs To Test.

cow-testing association costs А only the wages of the tester, and a \$50 a month, others more. While plant, One of the most prevalalent judges, these records may be obtained by the do the work

causes of failure with rhubarb in the dairyman' himself, it isy general- home garden is seed-stalk developly more economical to have a tester ment. This causes the leaf stems to become smaller and smaller year

er of the herd just tested takes the 6. Promotes cooperation in buying purchases his surplus breeding stock tester to the next farm. Often the tes- feed, buying and selling cattle, and or else by word of mouth or other

The amount it will cost each man after year, until it hardly pays to depends on the number of members. care for the plants.

A tester should have twenty-six herds No rhubarb should be harvested one herd for each working day in from the garden after about the first the month. There should be at least week in July. After this date the 400 cows. Some associations have plants should be allowed to develop adopted a flat rate of \$1.50 a cow. normally to make and store plant with a minimum herd charge of \$15. food the shoots and stems are pro-Other associations fix a certain rate duced early the following spring. If for each month. The advantage of harvesting is continued too late in this plan is that all the cows in a the season, the plants will be greatly herd can be tested for a fixed weakened and a lower yield will be amount. Some state colleges furnish secured during the next few years.

publicity advertises the fame and quality of this particular poultry, so that the ultimate sale of the fowl is

effected. One of the greatest values of the fall fairs and poultry shows REMOVE RHUBARB SEED-STALKS from the standpoint of the breeder is Seed-stalks which develop' upon that they furnish opportunities of ad-

rhubarb plants ought to be removed vertising his flock, comparing his part or all of the equipment he uses, before the blossoms set seed. Seed de- birds with those of his associates, Some testers are paid at the rate of velopment draws heavily upon the and profiting by the decisions of the

## What Beginner Can Learn.

Attendance at the fail fairs and poultry shows is of particular importance to the beginner in the poultry-breeding business, as it shows him the fine points of standard-bred fowl; enables his to com pare his birds with the birds of other breeders, and gets him in contact with successful poultrymen from whom he may learn many clever points of management which otherwise would cost long and costly experience.

Although the fall fairs and poultry shows are one of the best selling mediums for the poultrymen who raises breeding stock, it is also advisable that he advertise judiciously In the poultry press as well as in reputable farm papers. The experiences of prominent breeders has been that it is preferable to run small "ads" at regular intervals throughout the year rather than to insert large advertisement only occasionally. The psychology of advertising is peculiar and unique in that management which pays in one instance may fall in another. Successful poultry advertising is largely a mater accomplishment, although as a rule, where the breeder has auperior stock to offer of show-room excellence and record, in many in-/ stances, the fowl will sell themselves on their exhibition performance without any extra effort on the part of the owner.

Advertise at Home, Poultrymen, the country over, find it advantageous to use neat and attractive roadside signboards at their farm gates, which announce the breeding and number of fowl they have to offer, as well as the price, if desired.

## **Tire Talk**

Motor Car Owners: Have you ever stopped to think of the cost per thousand miles of your tires? Have you ever divided the total mileage you get out of a tire by the cost of the tire?

If you have a tire that costs \$10 and you have driven it only \$1500 miles, your cost per mile is \$0.00677, or \$6.67 per thousand miles. Right on this point. HOOD TIRES cost more, ves it is true, but at the same time they will deliver more miles and a proportionately less cost per mile. This is the proper way to measure the real value of a tire.

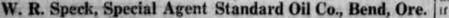
The Hood Rubber Co. guarantees that the HOOD TIRE will deliver a better per mile cost than any other tire on the market.

We'll convince you of the value of Hood Tires to you.

## Agency For

Pioneer Garage Co.

Willys-Overland-Essex-Hudson-Velie-Chalmers **Crow-Elkhart Motor Cars** Fisk-General-Hewitt and Hood Tires Full Line of Accessories-Storage Quarters-Gasoline-Free Air Central Oregon's Leading Auto Agency



MORE POWER Zerolene gives better compression, therefore, more power to your car. It burns clean and goes out with exhaust: Deposits least carbon. Get a Correct Lubrication Chart for your car. STANDARD OIL COMPANY (California)