

Saturday Is FREE Chick Day!

Price Not Only Factor In Selecting Baby Chicks

Results are the determining factors to consider when buying baby chicks.

The poultryman is vitally concerned with good livability, rapid growth, high egg production and large-size eggs.

As a general rule, it is advisable to buy baby chicks from a local hatcheryman because he is usually known personally. It must be remembered, though, the hatcheryman with whom you do business, must have a breeding and disease control program that will provide the desired quality chick.

As an example, some birds have the genetic ability to lay over 200 eggs per year, while others may lay only 120 to 140 eggs.

The hen laying the larger number of eggs requires the same housing space, the same amount of labor

and only slightly more feed. Consequently, it is possible to realize a greater return from the higher producing birds with only a slightly higher investment in the cost of the chicks.

Obviously, price is not the chief factor when buying chicks, wise poultrymen have mentioned time and again, because the cheaper chick may cost more in the long run by not producing the desired results.

Many times poultry raisers buy the right kind of chick to do the job, provide the best equipment and houses, then feed a good starting ration, but crowd them into a brooder house too small.

If any one phase of raising baby chicks were to be considered the most important single factor, successful poultrymen would insist it is giving the chicks plenty of room.

Heat Lamps Replace Chick Brooders

The use of infra-red heat lamps in place of the brooders for baby chicks has proven ideal for the small flock owner.

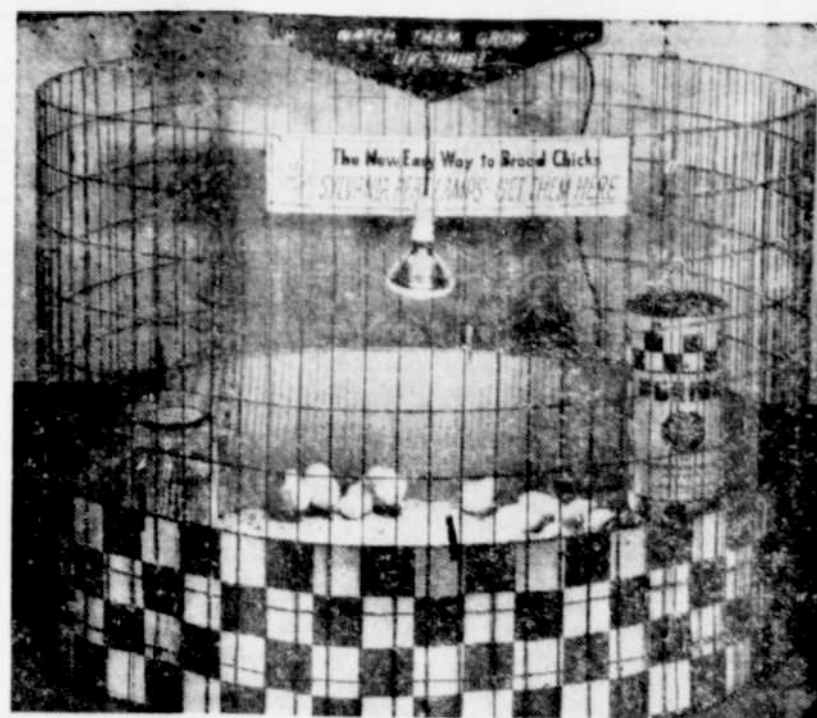
This newest development in brooding baby chicks will enable a person to raise as many as 100 chicks without any special equipment, other than the heat lamp and a small pen.

The use of the lamps has been thoroughly tested and research authorities say that a single 125-watt lamp, placed in the center of the wire pen, will provide all the necessary warmth to keep as many as 70 chicks comfortable and healthy.

These heat lamps, it has been pointed out, will make it possible for the person, with limited space, to raise many more chicks than in the past. As an example, a person who annually raises 15 to 25 chicks, for "home use", had the problem of rigging up some kind of brooder to take care of the chicks the first few weeks.

With the heat lamp, a person, with the same amount of space, can raise up to 70 chicks, without a brooder or cumbersome, make-shift facilities.

Many hatcheries, farm supply shops and feed stores are stocking the heat lamps this year. Those interested in this latest development in poultry raising may secure detailed information at these places.



The use of infra-red heat lamps is the largest development in brooding baby chicks. With this new method, it is possible for a person to raise as many as 100 baby chicks without any special equipment.

Leghorn Cockerels Make Good Broilers

Many commercial egg producers are buying fewer and fewer "straight run" chicks.

They have learned that new methods of sexing chicks is highly effective and because they are interested only in egg production, they are buying more and more only sexed pullets.

On the other hand, production-bred chicks are not popular with commercial broiler raisers. Their market calls for fryers weighing from 3 to 3½ pounds. That means there are often a lot of White Leghorn cockerels on hand at the local hatcheries. Many times, these chicks may be bought at bargain prices—and sometimes they are given away free to encourage more people to raise chickens—if only for their own table use.

Most of the time, these chicks come from some of the best breeders in the business. They live well and

grow fast. Actually their meat is sweet and delicious. And they are at their best when dressed out at about 2 pounds, although they are mighty good at 2½ pounds.

A leghorn, grown up to 2½ pounds will consume about 8 pounds of feed. On average feed costs, it is possible to put a plump, tender, home-grown broiler on the table for just a little bit more than a half dollar.

These chicks are easy to raise. A simple brooder can be improvised from a box or crate. Just give the baby chicks room enough to move around and have an electric light in the box to keep them warm until they get feathers.

After the chicks have feathered, they can be grown out in a small shed or even an open lot, when the weather permits.

To build that good chicken dinner, just be sure the chicks have plenty of clean water and fresh feed.

Chick Startena Results of your Neighbor

Bob Imbler, R. 2 Parma, Idaho started 600 White Leghorn pullets, this year. He raised 586 chicks up to 4½ weeks, weighing over 1 lb. per chick after eating 2 lbs. of Chick Startena per chick.

Tobler's Feed & Fuel, Inc.

POULTRY PROFITS Start at the HATCHERY

Whether you raise chickens in commercial-size flocks or just a few for your own use, the profits will depend on the quality of chicks you get. It pays to buy from us where you KNOW that quality is high.

Place your order with us now—and take advantage of lower prices for earlier starters . . . remember, our chickens are bred for production, for fast, economical growth, for better taste on the dinner table. Visit us, on Free Chick Day—and everyday, too, when you want quality baby chicks!



Lemon's Hatchery

Phone 331-W

Nyssa

Get Maximum Profits From Laying Flocks

Profitable egg production requires a definite plan of management and feeding. Hens never reach their capacity to lay lots of eggs unless they are comfortable, free from disease and are fed a ration that provides the essential nutrients for body upkeep and egg production.

The goal of every poultryman who houses a flock of laying hens should be:

200 or more eggs per bird housed for first year.

Produce each dozen eggs on less than 5½ pounds of feed.

Maintain less than 10% mortality.

Many factors determine whether these goals are reached but most important are comfortable housing and proper feeding. Provide 3 to 3½ feet of floor space per hen, 7 to 9 inches of roost space, two 3 to 5 gallon fountains for each 100 hens, and one nest for each 7 hens. In addition, plenty of window space and proper ventilation are needed.

HELP YOUR CHICKS LIVE AND GROW! New Purina Chick Startena with NEW Formula 1028 has lots of growth power. Formula 1028 is Purina's Right combination of Vitamin B-12 Supplement, (APF), Antibiotic Feed Supplement and Growth Vitamins . . . helps make bigger chicks at 5 weeks The Purina Way!



for the POULTRY FARMER

Many poultry raisers, and others interested in growing their own "chicken dinners" have written research authorities, asking for advice and seeking information about poultry. Here are questions which have been asked frequently, with answers from the "experts."

I plan to see some of my chickens as broilers. What age or weight should they be to come under this classification?

The U. S. Department of Agriculture has given standards for both dressed and live poultry, although the poultry trade does not adhere to these very rapidly. The USDA standards for broilers are:

DRESSED — Young chickens, approximately eight to twelve weeks old, of either sex, of marketable age, but not weighing over 2½ pounds, and sufficiently soft-meated to be cooked tender by broiling.

LIVE — Young, soft-meated chickens with tender skin, smooth bright shanks and flexible breastbones. (No age or weights indicated.)

How much feed does it take to produce a pound of poultry meat?

The University of Illinois gives the following figures: Duck, 3.3 pounds; Goose, 3 pounds; Rock broiler, 3.5 pounds; Turkey, 4.2

pounds of feed per pound of meat.

In a dressed broiler, is a light or dark skin preferable?

The only preference is a consumer choice. Most purchasers prefer the darker color, but there is no nutritional difference in the meat.

Do broilers need roosts?

No; they seem to do just as well without them, according to authorities at the Purina Research Farm.

What breeders are used to produce cross-bred broiler chicks?

Usually a Barred Plymouth Rock male is crossed with a New Hampshire female.

Does quick cooling make eggs keep longer?

Yes; quick cooling makes eggs keep longer. Gather them in wire containers and place in the basement, or similar cool place, to cool thoroughly before filling the cases.

How often should eggs be gathered?

During the warm weather they should be gathered 4 or 5 times daily, and less often during the cool weather. As soon as the eggs are gathered, they should be cooled to remove all animal heat.

It Tastes Better When You Raise It Yourself

There's a lot of fun — as well as profit—in raising your own poultry and eggs in the backyard—especially when there are youngsters in the family to take an interest in "Our Backlot Farm."

In addition to providing an outlet for excess energy when school's out, the Backlot Farm affords children a first-hand training in helping to provide for the family. And with prices these days, what family would pass such an opportunity to help spread the food budget!

With the relatively small amount of labor connected with a Backlot Farm, and since no "experience" is needed, many workers can make the most of evening sparetime by raising a few chicks for fryers as well as for a laying flock next fall.

One of the most attractive features of the Backlot Farm is the fact that "acreage" isn't needed and even a small space can be converted into meat, milk and eggs. With advance planning—just like one does for the vegetable garden—the Backlot Farm can be arranged to make the most of what is available.

A small flock of chickens doesn't require much room, and once the baby chicks are passed the brooder stage, won't take up too much time.

Equipment isn't expensive and with just average management, chicken dinners can be grown on the Backlot Farm at a surprisingly low cost—and just think how good it will taste—with homegrown vegetables all the family helped raise!

Whether hens are being fed a complete ration or mash and grain, it is important to keep feed consumption high. The amount that should be fed will depend on egg production, size of birds and other conditions. One hundred medium size birds should consume between 25 and 32 pounds of feed daily when egg production is between 50 and 70%. Checkers fed on top of the mash at noon will increase feed consumption. Use them more liberally in cold weather.

Keep layers comfortable and feed them properly in order to get lots of eggs to sell at the good prices that are expected during coming months.

CHICKEN GERMES take it on the chin when you use Purina Disinfectant in the brooder house and Purina Oxy-A-Tabs in the drinking water. We have them — also Purina Chick Startena — America's favorite chick feed. Make our store your "one stop" headquarters for all chicks supplies.

NEED CHICK SUPPLIES? We have 'em . . . a complete line. Quality chicks, Purina Startena, Purina disinfectants and water tabs, fountains and feeders. Make this your "one stop" headquarters.

ALL of US are ROOSTER BOOSTERS!



Free Chick Day is a big day in Nyssa . . . not only does it mean a great deal to the many poultry farmers who live in our trade area . . . but it means a lot, too, to those folks to "raise a few chickens in the backyard"—just for a good Sunday dinner when the "folks come over" . . . We're all glad to be a part of this big day — we welcome our farmer friends and our city customers, too—come in and see us on Free Chick Day, Saturday.

Men's White
HANDKERCHIEFS
Good Quality—Large Size
9¢

Men's Leather Faced
GLOVES
Gauntlet Type—Leather Palm
39¢ pair

Material Clearance
Rayon, Gaberdine, Chambray,
Gingham
Cordspun and Spun Rayon
Values to \$1.19 a yard
29¢ yard

Girls' White
SANDALS
Good Style—All Sizes
A Real Bonus Value
\$1.67 pair

TRADE WITH US ON FREE CHICK DAY
WILSON BROS. DEPT. STORE
Dry Goods, Shoes And Ready-To-Wear

Phone 52

X-Ray Shoe Fitting

Nyssa

15 CHICKS free!



Give away starts at 8 a.m.

SATURDAY, APRIL 5

LIMIT: First 300 adults will receive 15 free chicks at our store.
Positively No Chicks given to children.

Bring Your Own Box—These are New Hampshire Reds and make fine eating.

ADDRESS _____

NAME _____

Tobler's Feed & Fuel, Inc.

Phone 26

Nyssa, Oregon

HOME OF PURINA CROWS AND PURINA FARM SUPPLIES