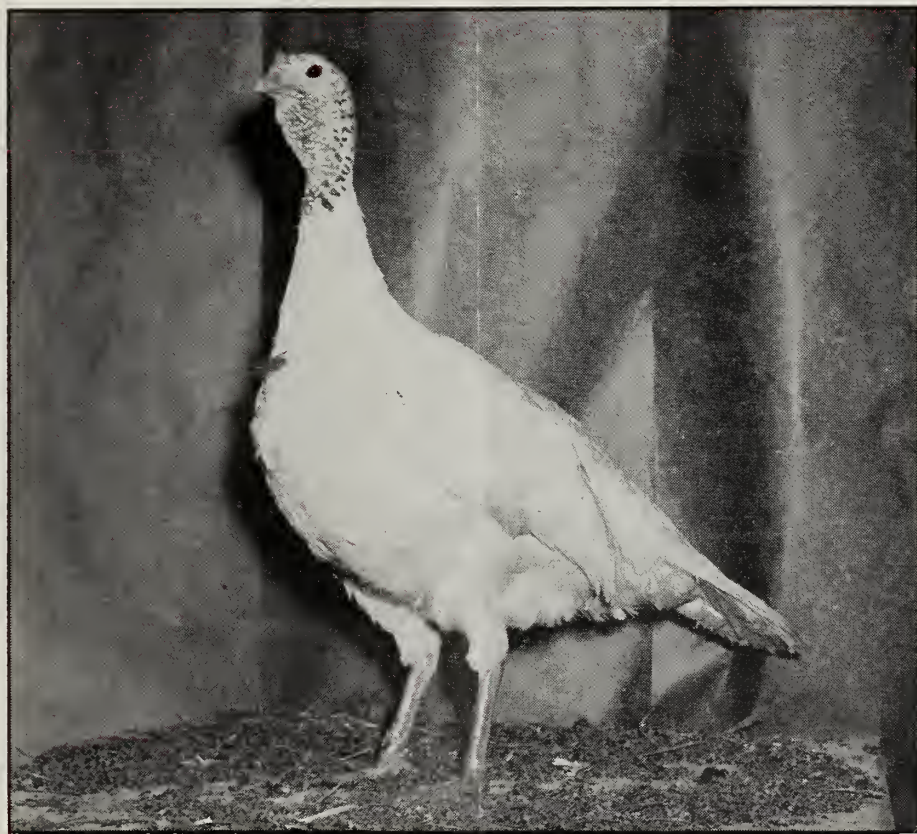


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# American **TURKEY** **JOURNAL**



**BREED CHAMPION** at the 1941 All-American. This splendid White Holland Adult Hen, bred and exhibited by Herbie Olson, of Bergen, North Dakota, was considered a splendid example of the White Holland class. Mr. Olson has been consistently winning in leading shows the past few seasons.

VOL. X  
NO. 1  
INV. '60

**A P R I L**  
1941

PER YEAR  
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*Dr. Salsbury's*  
**PHEN-O-SAL**  
**COMBATS BOWEL TROUBLES**  
**INSIDE as well as Outside**

Test proves this double-duty drinking water medicine reaches vital organs of poults.

● To help your poults fight bowel troubles, you need a drinking water medicine that works inside the birds as well as outside. Phen-O-Sal gives you this double-duty action. Test (shown at right) establishes the fact that the ingredients of Dr. Salsbury's Phen-O-Sal not only are carried by the blood stream to inside vital organs, but, also, maintain their strength. That's why Phen-O-Sal acts as a double-duty drinking water medicine which . . .

1. Checks germ growth in drinking water.
2. Medicates digestive system.

● Your poults get this double-duty benefit with Dr. Salsbury's Phen-O-Sal tablets because they don't OXIDIZE—even though they come in contact with feed and litter. Also, they retain their medicating action throughout the whole digestive system. Remember, your older birds as well as young poults need all the help you can give them in fighting off troubles which often start in the digestive system. So be SURE. Give them genuine Dr. Salsbury's Phen-O-Sal Tablets in their drinking water, regularly!

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*Dr. Salsbury's*  
**PHEN-O-SAL**  
**TABLETS**



**Proof that . . .**  
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**DOUBLE DUTY**

● Drinking water (containing 8 Phen-O-Sal tablets to the gallon) was given to normal birds. Three hours later these birds were killed and the analysis showed constituents of Phen-O-Sal in the following concentrations present in these organs:

<b>CROP</b>	++++
<b>GIZZARD</b>	+++++
<b>DUODENUM</b>	++++
<b>ILEUM</b>	++++
<b>CECA</b>	++++
<b>KIDNEY EXCRETIONS</b>	+++++
	+++++



● Make this "Member Emblem" your guide to Dr. Salsbury's dealers who are trained to give dependable poultry health service.

# Spring Time and Turkeys

By MRS. GEORGE KIRK, Niagara, N. D.

Spring is here again; the time of year famed in song and story, that has been so eagerly looked for and which brings with it so many hopes, duties and pleasures. This is especially true with turkey folks, for spring means poults and poults mean much work and some worries but always there is much pleasure and satisfaction in the results, if plans have been well laid and the work well done.

Brooding is always the most intricate part of turkey raising and at the beginning of each season it is the same old story, the job of preparing brooder houses and brooding equipment. In this there is nothing truer than the old adage that "cleanliness is next to Godliness," for surely cleanliness and sanitation are the foundation on which brooding success is built, and on successful brooding the season's success depends, most of all. Poults put into unclean and unsanitary brooder houses or screen porches, that have not been thoroughly disinfected, are likely to result in "love's labor lost" and lost profits as well.

The brooders, regardless of the kind used, need going over carefully in advance to see that all parts are in place or to have them renewed if any are missing. This you may not be able to discover without starting the brooders going and keep them going until you are sure they are all there and working perfectly. This I always do after I have carefully cleaned and disinfected the brooder house, then this advance firing serves to dry out the house. Perches are put in place when the brooder house is made ready so the poults will get used to them at once and they learn to roost early, which prevents crowding and helps their growth.

When I am sure everything is right, I turn off the heat, feeling that my worries are pretty well over so far as the operation of the brooders is concerned. When it is time for the poults to hatch I plan to fire the brooders up at least 12 hours before they will be ready to go under the hover. For floor covering I use sand, not that I think it the best of all the litters recommended, but because it is at hand and costs nothing but the labor of hauling. Fresh sand is entirely sanitary and I have found it satisfactory, but have to change it at least once a week.

At the start I put gunny sacks over the sand around the hover until the little fellows learn the things they should and should not eat. I think the sacks also give better footing to the ones that are a bit weak and helps to get them on their feet. I also put a ring of fine wire or cardboard around

the hover, a short distance from the outer edge, to enclose the little fellows for a few days. They very quickly learn where the heat is and the ring prevents them from straying off to the corners of the room and piling up. I have found that if the temperature is kept at about 95 degrees, three inches from the floor at the outer edge of the hover, it is about right for the first week, then gradually lower the heat about 5 degrees each week until they no longer need it.

## Starting the Poults to Eat

I always use commercial starter right from the start and have little trouble getting the poults to eat. But I have noticed that they are quickly attracted by anything with bright color and I have often placed a few bright marbles on top of their mash and it is amusing to watch them pick at the marbles and at the same time pick up some of the mash then they soon forget the marbles. Cut greens on top of the feed answers the same purpose. There is no discounting the importance of having the right quality of starting mash and I have always found it best to keep it before them at all times but believe they do best if it is given to them often in smaller quantities.

A constant supply of fresh water is also very important and can be given in any dish or container convenient to the size of the poult, preferably one that it cannot get into, or get dirt into it. Tender greens are also an important part of the ration and is not likely to be overdone.

Under the conditions I have mentioned poults grow so rapidly they are likely to outgrow their equipment and their room before we become aware of it. It is important that the equipment keeps pace with development if one is to get best results. I believe that many turkey raisers, including myself, have practiced keeping brooder houses too warm. Last year I experimented a little by keeping it cooler with one brood and I found they seemed sturdier, grew faster and feathered better than where I kept them warmer. I shall cut down the heat a little on all broods this year. I have found it a good thing to keep a lantern burning over the center of the hover as a means of preventing crowding and of quieting the poults if they become restless at night.

Yes, there are a multitude of details to be attended to in brooding poults. Troubles are apt to crop out where least expected. It is much better to provide conditions which are most likely to keep one away from such troubles than it is to do a lot of dosing later. The keen observer will generally be

able to discover approaching trouble before it becomes serious.

I find that turkey growers everywhere have about the same problems to meet, no matter what the breed or kind. We all seem to be in the same boat, with the same problems and purposes, but let's not "rock the boat" but instead all pull together for the good of our industry and in the end accomplish that which we are all working for.

I wish you all success and pleasant sailing.

## NATIONAL TURKEY FEDERATION TO MEET

The 1941 annual convention of the National Turkey Federation will be held at Kansas City, Mo., July 22-25, according to a decision reached by the board of directors. The meeting will be held as a part of the All-Industry convention sponsored by the International Baby Chick Association.

In addition to the business meeting of the board of directors at the convention there will be educational programs of general interest to turkey growers and one day of the convention, probably Wednesday, will be designated as Turkey Day. Every grower who can possibly do so is urged to attend this meeting and profit by the fine programs now being arranged for the industry. Inquiries regarding the convention should be addressed to M. C. Small, Executive Secretary, Mount Morris, Illinois.

## Olson's White Hollands

The cover cut this month is a fine picture of the champion White Holland at the recent All-American Turkey Show, an adult hen produced by Mr. Herbie Olson of Bergen, N. Dak., as all his winners have been for the past three years. While Mr. Olson is one of our newest northwest breeders of White Hollands, he has shown much ability in producing good ones as his show record of the past three years attests. While he has been breeding turkeys for several years he turned to White Hollands only four years ago. In making this decision he says: "We have a very short growing season up here in northwest North Dakota and I had noted that the White Hollands were quick to mature and were ready for the early market before many of the other kinds were. I am well satisfied with the White Hollands and have no trouble in producing them with a good wide breast and still have a turkey of good balance and symmetry. I am all for standard turkeys."

Mr. Olson believes in quality rather than quantity, raising from 300 to 400 a year. Although he has been exhibiting his birds

only three seasons he has won several champions, reserve champions, and grand champions in both live and dressed classes, at such shows as Minot and the All-American, as well as at local shows where competition has been keen.

Mr. Olson is a wide awake farmer and a leader in his community. He is also prominent in turkey organizations in North Dakota and was recently elected a director of the All-American Turkey Show.

## ALL-AMERICAN DATES CHANGED TO JAN. 12-16

The board of directors of the All-American Turkey Show, at Grand Forks, North Dakota, have announced a change in the show dates for the 19th annual show. The new dates are Monday through Friday, January 12 to 16, 1942, which places the show a week earlier than previously announced.

The new dates have met with general approval wherever discussed and were set in order to avoid conflicts with several farm events occurring during the same week.

## THIS MAY BE THE ASSWER

Is the present interest in the Broad Breasted Bronze turkey an indication that our breeders and judges at the shows have been asleep at the switch as have the breeders and judges of several of our economic breeds of poultry, and have placed the emphasis on color and non-essential characteristics and under-rated the fundamentally important qualities in which ninety percent of the breeders are interested and from which they get all or a part of their bread and butter?

The Broad Breasted Bronze, as we understand the breed, is simply a bronze strain bred for meat, just as Hereford, Shorthorn and Angus cattle are bred for beef. But an Angus would never be considered for a prize at any show were it not Black and true to the Angus type; no Hereford would be placed were it not the lovely Red color breed; and no shorthorn could be considered for the ribbons were it black-and-white or with the white face, characteristic of the fawn.

The breeders of Bronze turkeys have gone too far in emphasizing color, and the Broad Breasted Bronze breeders have gone too far in practically ignoring it. Color and breed-type are the trade-mark of the breed in all livestock, and beauty has its place everywhere in life.

If the Bronze breeders will pay more attention to body conformation and Broad-breasted folks to color, there will be but one objective, and one standard should cover it.

—Cackle and Crow

# The Standard Breeder

By GEORGE W. HACKETT

Based alone on conversations heard, and trends noted, during the past show season there would seem to be considerable to discourage the breeder of Standard Turkeys, and some of this discouragement lies in the shrinkage of business he has experienced during the past two years due to the progress made by the western turkey.

But, as we have often stated, the pendulum swings all the way before swinging back and I truly believe we have arrived at that point where the backward swing has begun and that another season or two will have a different story to record. Much will depend on what the promoters of the western turkeys do with respect to providing a satisfactory standard and to their success in getting them admitted to the Standard of Perfection.

Many of the mass productionists would always be satisfied with the new turkey just as it is, so far as lack of color and unevenness of type is concerned, but these same growers will never be buyers of standard birds anyway and it would be a loss of effort to attempt to interest them. The same will remain true of the flock owners in the west and south whose only interest in the industry is in producing hatching eggs for hatcherymen who take the same attitude toward the turkey business in general, and whose chief interest is in furnishing poults in great numbers for flocks of great size, sometimes referred to as "big production turkey raisers."

There will doubtless always exist that difference in viewpoint and purpose, between the turkey breeder and the turkey grower; those who are in the business alone for the dollars there is in it; with no flock improvement program in mind and without a care for the beauty and uniformity of a flock, such as is the pride and satisfaction to the real turkey breeder.

In this reference I would not overlook the splendid type improvement which is being achieved by a few breeders who admit they care nothing for color. They are accomplishing something worth while but not nearly what they have ability to accomplish if they would desert the "single track" system and add attractive color to the fine conformation of their birds. What is going to happen in this matter is coming from two angles: first, the body type of standard turkeys will continue to improve until, in general, it will equal the best of type now credited to the new turkey, without destroying either balance or color; in the second place, some of our most successful breeders are going to stabilize a desirable color for this turkey

which will meet popular favor and the fellows who "don't eat the feathers" and those who don't care what the color, will be in a camp by themselves with no one to envy or bother them.

Among the exhibitors at shows during the past season there were more disappointments than usual because the new scale of points was applied more rigidly than it had been before. Some birds with almost faultless color were placed far down the line because of faulty type, not that the type was so very bad but rather because type in general was much better than usual. In some cases this may have been carried too far, for it is certain that good color should not be overlooked any more than type, but when held at the 68-32 point values greatest stress has to be placed on type. It will probably take a couple of years yet before we all get together in applying these values but one thing now is certain — that no bird with poor type can make a creditable winning regardless of how near perfect its color may be. This is as it should be and is an absolute necessity in upholding standard turkeys in popular favor.

Although a good many of our standard breeders have taken on a few of the new turkeys, just to try them out and to make comparisons, it is reassuring to note the care with which they have approached the problem. All the better breeding flocks of standard turkeys should be preserved and no recession permitted on standard color. Even now there are too few of the higher quality flocks remaining, but for those who hold on I am sure there will be ample reward within the next few years. Recent reports from breeders show good sales of breeding birds and many of the better hatcheries are all through with the oversized bird and are demanding eggs from standard flocks where careful selection as to type has been the practice for several years. In some such instances the demand for eggs far exceeds the available supply.

This is very encouraging and opens the clouds to the future. It would be tragedy to the turkey industry to throw away the results of many years of careful breeding which it has taken to establish our present standard breeds of turkeys for anything that has yet or is likely to appear.

When the new turkey of the west has been supplied with a satisfactory color pattern and weights and duly admitted to the Standard of Perfection it will then be entitled to every consideration that is given to the other breeds, and unquestionably, it has merits to hold its own.

## 7 MILLIONS FOR POULTRY EQUIPMENT SPENT IN 1940

• Manufacture of poultry farm equipment for many years has been a substantial U. S. industry, involving millions of dollars worth of products annually.

Some interesting statistics on this phase of the poultry industry are to be gleaned from records of the Bureau of the Census containing reports made on an annual basis during most of the last 10 years.

The total factory value of all classified products of poultry equipment manufactured in U. S. factories, as reported in all years since 1930 for which a Census of Manufacture was conducted was:

Year	Value
1940 .....	\$7,488,447
1939 .....	7,436,886
1938 .....	5,247,570
1937 .....	6,516,075
1936 .....	9,895,372
1935 .....	5,519,605

No censuses were conducted in 1932, 1933 and 1934.

Tables giving separate statistics, by years for which data are available on incubators, brooders, feeders, and waterers beginning with 1930, follow:

### 10-Year Statistics on Incubators

Production of lamp-type incubators of 1000-egg capacity or less.

Year	Number	Value
1940 — Not given .....		\$175,185
1939 — Not given .....		182,920
1938 — 10,486 .....	10,486	203,188
1937 — 24,148 .....	24,148	311,473
1936 — 16,160 .....	16,160	139,572
1935 — 18,867 .....	18,867	184,911
1931 — 28,978 .....	28,978	463,859

Figures on production of commercial incubators, over 1000-egg capacity, as reported for the same years:

Year	Capacity	Value
1940 — 30,136,899 .....	30,136,899	\$2,554,079
1939 — 28,783,295 .....	28,783,295	2,506,855
1938 — 21,356,558 .....	21,356,558	1,943,737
1937 — 24,963,760 .....	24,963,760	1,984,670
1936 — 35,253,122 .....	35,253,122	4,006,877
1935 — 29,877,040 .....	29,877,040	2,489,866
1931 — 16,087,060 .....	16,087,060	2,012,140

### 10-Year Statistics on Brooders

Year	Kind	Number	Value
1939—All types		279,878	\$2,693,457
	Oil .....	134,254	1,157,537
	Coal .....	42,646	470,847
	Gas .....	4,621	52,527
	Electric .....	98,357	1,012,546
1938—All types		180,761	\$1,762,999
1937—All types		237,467	2,565,789
1936—All types		303,567	3,380,194
1935—All types		172,050	1,595,225
1931—All types		147,147	1,638,972
1930—All types		275,006	3,732,808

### 10-Year Statistics on Poultry Feeders

Year	Number	Value
1939 — 3,400,653 .....	3,400,653	\$1,039,366
1938 — 2,414,718 .....	2,414,718	708,449
1937 — 2,718,094 .....	2,718,094	930,955
1936 — 3,694,480 .....	3,694,480	1,180,322
1935 — 2,031,016 .....	2,031,016	669,344
1931 — 1,620,187 .....	1,620,187	754,867
1930 — 2,739,001 .....	2,739,001	1,234,791

### 10-Year Statistics on Poultry Waterers

Year	Number	Value
1939 — 4,638,577 .....	4,638,577	\$1,014,288
1938 — 2,552,210 .....	2,552,210	629,197
1937 — 2,752,795 .....	2,752,795	723,188
1936 — 3,262,924 .....	3,262,924	1,188,407
1935 — 1,819,657 .....	1,819,657	580,259
1931 — 1,572,293 .....	1,572,293	464,864
1930 — 2,308,692 .....	2,308,692	983,374

## A NEW TURKEY DELICACY

Turkey pate, said to compete most favorably with the expensive imported pates, has been introduced on the American market. To the uninitiated a pate is a meat paste most frequently served as appetizers, cocktail relishes and in sandwiches. Long famous has been pate de foiegras, made from goose livers and largely a French import.

Turkey pate is made by grinding up both white and dark meat together, adding spices, and then smoking over green applewood. The flavor is described as delicious and unique.

Pinebridge Farms, Ossining, N. Y., are the introducers of this new turkey delicacy. They were the original processors of smoked turkeys in the United States. Continued research in new ways to serve turkey meat cannot help but have a favorable effect on the consumption of turkey meat and firms engaged in such work are entitled to the full cooperation of all growers.

## SUN PORCHES SAVE LABOR

Sun porches are a boon to the grower who has too much work to do, and they have proven an invaluable method of handling the young poul during the brooding period.

The job of cleaning up yards or quarters every day is a laborious one and with the use of the sunporch this is largely eliminated. The matter of sanitation control is highly important too, because the sun porch certainly prevents the spread of nearly all diseases usually caused by tramping the yard litter.

In the northern states where early spring is apt to have alternating warm and cold days the sunporch enables the grower to let his birds out on the porch when the weather is suitable, and to retain them indoors when it is not.

It is generally believed that birds raised on sun porches become acclimated sooner and can be turned out on range, without undue danger, earlier than birds that have not been gradually accustomed to the outdoors.

# Which TURKEY GROWING FEED will YOU buy?



The CHEAPEST in Price



The Feed that gives you  
**LOWER COST PER  
POUND OF GAIN**

Either of the above feeds will save you money. But the first one, the "cheapest in price," saves you only a few cents a bag on the initial cost . . . that's as far as the saving goes!

The other feed—the kind that gives you "lower cost per pound

of gain" — saves you money throughout the entire growing season. *It takes less of it to do a better job.*

See for yourself . . . feed Purina this year. Purina turkey growing chows are built to give fast gains at low cost per pound. See your Purina dealer, today!

**PURINA MILLS**  
St. Louis, Mo.

*Remember—*  
**IT'S COST PER  
POUND OF GAIN  
THAT COUNTS!**



# The American Turkey Journal



GEORGE W. HACKETT, Editor, Wayzata, Minnesota.

Telephone or Telegraph Address, 201-R Excelsior, Minneapolis, Minn.



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## TRENDS VS. FASHIONS

In every activity of human endeavor there are trends which, through the years, chart the course certain projects have traveled and also indicate the direction which they are likely to pursue in their future course. "Trends" are the results of carefully studied problems, proved by repeated experiments and seasoned with compromises imposed by good judgment. Trend is the most dependable course to all improvement.

"Fashions" have their origin in fanciful minds possessed of keen conception of the esthetic beauty of objects or materials which may be found wanting in practical use. Fashions are particularly attractive to those of erratic or more sensitive natures who, for the moment, believe they see in new ideals the acme of perfection, yet one needs but to look through old catalogs, old albums or even at the early models of automobiles, to be convinced that "fashions" are not lasting. But fashions, or styles, have had a certain usefulness in shaping trends which always hold to the middle course of practicability and usefulness, yet without overlooking that which is pleasing to the eye in symmetry and beauty.

Both trends and fashions have been employed in the development of the turkey industry just as they have been in everything else and with the same unflinching results. From the earliest domestication of the wild turkey to the present moment the trend has been toward improvement without interruption. Those who first understood the improvement of the turkey had to take it as they found it in the wild state. There is no discounting the argument that all breeds and kinds of turkeys had the one common origin and there is no reason to believe but what, among the earlier as well as among present turkey breeders, diverse opinions existed as regarding just what an improved ideal should be.

The different ideals promoted, unquestionably account for the different turkey breeds as we know them today, but from the earliest records we have been able to uncover there has always been emphasis placed on the excellence of the turkey as a "feast" fowl and, without question, those earlier growers, as well as those of today, sought to excel in producing the best possible type of bird for that purpose. It is a matter of record that the great majority of turkey breeders, through all the years of turkey improvement, have been practical minded men who have been apt in transforming fashions into a general trend that has eventually resulted in the high quality standard turkey of today.

For a more intimate look at what has happened, regarding "trends" and "fashions" as they apply to modern turkey history we have only to review some of the past premium lists on turkey exhibits since the origin of turkey shows, less than two decades ago. For instance, there was exhibited at the first All-American, eighteen years ago, a Bronze tom weighing 47 pounds. This bird represented a fashion which was not common at that time. The bird had little to commend it but size, but it was a new fashion of turkey and demonstrated the possibility of greater size and gave the real breeders occasion to study the proposition as to whether such great size was desirable or not.

In some of the earlier prize lists we note that prizes were offered for the turkey having the largest shank by measure; the heaviest turkey; the birds with best wing barring; the bird with best rainbow; the one with "double rainbow" and finally the hen with "spots" on coverts. In general conformation we were looking for the greatest



length of keel bone and the greatest depth of body from back to keel. These were all fashionable, much talked of and highly prized until in the matter of conformation the dressed exhibits disclosed that great depth of body was not the most desirable and that the longest keel was not found on the best carcass. The great size of shank came with too large and too coarse bone throughout the frame of the bird and made it slow to mature.

While the color markings are still desirable, and even more easily obtained, there is no longer undue stress placed on them, but rather to try for these desired color markings along with the better conformation, and these are being achieved. All these ideals or fashions have been adjusted or compromised into a general trend which heads the turkey on its way to still higher ideals.

The turkey by nature is a definite specie, the character of which cannot be changed although through domestication and intensive breeding it has been greatly improved as to size and type, yet left to its own, under original conditions, it would revert again to what it was at the beginning of its known history. By nature the turkey is a most beautiful creature and the great majority of people will always demand that this characteristic be perpetuated, and it can be without detriment to its highest practical purpose.

**A. P. A. EMBLEM CONTEST**

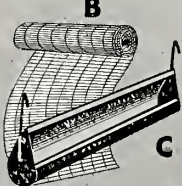
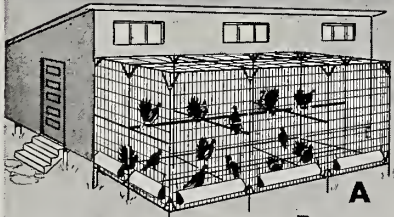
The American Poultry Association, from its office at 3030 Brady street, Davenport, Iowa, announces a prize contest to select a new official emblem for the organization. The contest is open to anyone and as many entries can be made as desired. Cash prizes of \$15.00 for 1st award; \$10.00 for 2nd award and \$5.00 for 3rd award will be given. The contest closes July 1st, 1941.

Full particulars as to preparation of designs and other requirements may be

promptly obtained by writing to the association headquarters at the address noted above.

If you are a "turkey breeder" and aim at flock improvement it will be found important to use the poultry punch toe marker to mark different broods to designate certain matings, dates of hatchings, or more specific breeding records. By employing different combinations of punching the webs of the feet, 16 different markings can be recorded.

**FOUR ITEMS OF MERIT FOR TURKEY PRODUCTION**



**A—STEEL SUN PORCHES**

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**C—SUN PORCH OUTSIDE TROUGHS**

These popular troughs are designed to hang on the outside of the Sun Porch on the Vertical Welded Wire Fabric. For quick action order from this advertisement. Price 34", Feeder or Waterer (5 lbs.)—\$1.10 Price 40", Feeder or Waterer (6 lbs.)—\$1.25

**D—OUTSIDE RANGE FOUNTAIN**

Ideal for range use. Covered top keeps out dirt and litter. Grill openings adjustable for birds of various ages. Fountains generally connected to a water barrel with short piece of standard hose.

Range Waterer complete (7 lbs.)—\$2.75

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## BRONZE CLUB MAKES ROAST TURKEY TEST

In commercial and consumer circles the impression is general that the so-called Broad-Breasted turkey has a greater percentage of edible meat per carcass than the standard turkey has. To date the only ground for this impression is based on claims and propaganda. This has justly irked the breeders of standard turkeys who could not accept these assertions.

During the recent All-American Turkey Show at Grand Forks, members of the Bronze Turkey Club decided to do something about it. They purchased from the dressed division of the show two pairs of carcasses representing Standard Bronze and Broad Breasts, of equal weight and competing in corresponding classes. Services of the Department of Home Economics of the University of North Dakota were secured to make the tests.

Two pairs were selected as a check test. For the first test heavy young hens of respective classes were used. Their weights

differed but  $\frac{1}{4}$  pound. Their winning in their respective classes indicate impartial selection by the committee. The second test will be reported in next month's notes. Ed.

Mrs. W. J. Janda, secretary of the All-American Bronze Turkey club, reports on the results of the first test as follows: "The Home Economics department of the University of North Dakota carried on the test. Both birds were prepared in the same way, roasted in the same temperature for the same length of time, both were seasoned and basted exactly the same.

"Eleven persons tasted the meat and recorded their impressions. None of them knew the birds except as No. 1 and No. 2. The results were as follows:

Bird No. 1 for the test, was actually Band No. 277 and placed 6th Heavy Bronze Young Hen in the All-American Standard Bronze class. Weight 17 lbs.

Bird No. 2 for the test, was actually Band No. 124 and placed 3rd Broad Breasted Heavy Young Hen in the All-American Broad Breasted Class. Weight 16 $\frac{3}{4}$  lbs.

	Bird No. 1 STANDARD BRONZE			Bird No. 2 BROAD-BREASTED		
	Lbs.	Oz.	%	Lbs.	Oz.	%
Total Weight	17	0	100	16	12	100
Entrails, head and feet.....	2	0	11.8%	2	0	11.8%
Skin, bones, waste after cooking....	2	13	16.5%	3	3	18.3%
White meat cooked.....	3	11	21.7%	2	15	16.9%
Dark meat cooked.....	2	9	15.0%	2	13	16.2%
Giblets, before cooking.....	0	9	3.3%	0	8 $\frac{1}{2}$	3.0%
Giblets, after cooking.....	0	6	2.2%	0	5	1.8%
Weight of bird drawn.....	13	12	80.9%	13	14	79.8%
Weight of bird, ready for roast.....	14	0	82.4%	13	10	78.5%
Weight of bird, after roasting.....	9	10	56.6%	9	6	54.0%
Excess fat, before cooking.....	0	12	4.4%	1	0	17.4%

## TURKEYS NEED MINERALS

Young turkeys naturally make rapid growth. They increase their weight faster during the first four weeks than chickens and crooked breastbones are likely to result on poults if the mineral supply is deficient. The required minerals are provided by adding four to five per cent of chick size oyster shell to the growing mash and from two to three per cent of chick size granulated bone. When the poults are consuming quite an amount of scratch feed they should have access to both oyster shell, calcite and granulated bone in hoppers.

If the poults are being raised inside, or if the weather should be very cloudy during the first few weeks, in addition to the above minerals, add two per cent cod liver oil to the mash feed. There are other causes of crooked keels, one of which is poor condition, brought about by overcrowding when the poults settle down for the night, or any factor that may retard their growth.

Young turkeys should be induced to roost at an early age and the perches should be two or three inches wide with the corners rounded. After once the bone has become crooked, no management or feed will improve the defect, and we all know that a large dressed turkey with a breastbone out of shape does not present a pleasing appearance in the market.

It will be fatal to your success if you do not practice the most rigid sanitation during the brooding season. Clean and scour everything and keep constantly at it. Clean up droppings at least twice daily. It pays the biggest kind of dividends.

Laying hens should have the best laying mash ration you can provide them with. Producing eggs is a heavy drain on the hen and she should be generously supplied with ample quantities of the ingredients she needs to produce eggs.

## INCREASED TURKEY CONSUMPTION IDEAS

Reprinted from  
U. S. Egg and Poultry Magazine

Turkey meat by the ounce or pound, or whatever amount the consumer wants, is a new way in which the traditional holiday bird may now be merchandised. Through this new outlet, the large toms, which are usually on hand at the close of the holiday turkey deal, may soon move to market in a convenient form that may fill a long-felt want on the part of producers, distributors and consumers in every salary class.

This new idea in marketing turkey meat was suggested by T. C. Byerly of the poultry department of the University of Maryland and was developed by James M. Gwin and Norman G. Paulhus, both of that department. During the past year, these men have devoted considerable effort to the problem of better market outlets for large sized turkeys. In the course of their work they have developed two products which offer promising possibilities for more profitably disposing of many of our large surplus toms.

### Turkey Sandwich Loaf

The first, and probably most important, of these products is a turkey sandwich loaf made from deboned turkey which is pressed and cooked in regular cold meat molds. The yields received from the experimental birds indicate that this product can successfully compete in price with boiled ham and other high quality sandwich meats.

It is reasonable to assume that this new product will be a welcome change in families where lunches are packed. Lunch counters in drug stores and similar places may find this loaf adapted to their needs, while other uses may include picnic lunches and cool summer snacks.

### Turkey "Cocktail Companion"

The second products is turkey "cocktail companion" or turkey hors d'oeuvre. This product resembles the sandwich loaf in size and shape, but is more highly spiced and is dry enough to be sliced to tissue paper thinness with a smoked turkey taste.

The preparation of both loaves consists of skinning and deboning the dressed turkeys; lining the open mold with the skin; and arranging the meat and spices. The edges of the skin are then drawn together forming a complete covering for the meat before the mold is closed. Cooking is regulated according to the size and kind of loaf being prepared.

From an industry point of view, the merchandising advantage of this product lies in its appeal to the consumers who purchase relatively few whole turkeys but may use a large amount of turkey sandwich meat, purchased in their neighborhood delicatessen store or meat market, in quarter and half pound quantities.

"Washington  
Pullorum Clean Flock"  
of

**MEDIUM SIZED  
BROAD BREASTED  
BRONZE  
HATCHING EGGS** of high  
fertility and hatchability.

Pedigree bred since 1933, this strain of Medium Sized Broad Breasts produces an abundance of fertile, hatchable eggs.

Winners in all important  
dressed shows.

Order Eggs Now.

**BROADWAY  
TURKEY FARM**  
Yakima, Washington

## TURKEY INSURANCE

We cover ALL insurable  
risks on commercial  
turkeys.

Written in a farm mutual  
with reinsurance in Lloyds  
of London. Write us today  
for full particulars. A post  
card will do. We also write  
all other forms of insur-  
ance and bonds at substan-  
tial savings to you.

**J. B. BRIDSTON CO.**

Grand Forks, N. D.

or

**W. E. laPLANTE**  
Grafton, N. D.

## WOLFE FARM BRONZE TURKEYS

Winners at American-Royal,  
Denver and Lamar shows.

Toms \$6.50 to \$10.00

1000 Eggs per. Week, 25c to \$1. each.

MRS. W. F. WOLFE, LaCygne, Kan.

## Sadie's Bourbon Beauties

Won in strongest competition the inter-bred placings of Reserve Champion, Best Type Female, Best Yearling Hen and Best Young Tom at the American-Royal, Feb., March & April Eggs: Super-Utility, \$25.00 per 100, \$225.00 per 1000. Choice, trap-nested stock, \$40.00 per 100. 80% fertility guaranteed.

SADIE B. CALDWELL  
Broughton, Kansas

## VALLEY VIEW BRONZE

For commercial purposes or for the production of future breeding stock, our Bronze are unexcelled. Broad-breasted, standard type of outstanding size and color. Five out of six firsts and Champion Bronze at 1940 Texas State Fair. Plenty of breeding stock and early eggs at reasonable prices. Correspondence invited.

MR. AND MRS. GEORGE C. FOWLER  
Hoberg, Missouri

## WESTWOOD BOURBONS

A. P. A. Inspected breeding Stock

Our yearling tom was Grand Champion turkey at Northern States Turkey Show. Write for prices on breeding stock and eggs. No poults.

OTTO W. THIEKE

Route 1 Beardsley, Minn.

## SOUTH DAKOTA'S OLDEST BRONZE FLOCK

1939 ALL-AMERICAN Dressed Division: 1st Old Hen, 2nd Heavy Young Tom, 2-6 Young Hen, Best Display S. Dak. 1939-40. LIVE: 1st Old Pen 1940. WORLD'S POULTRY CONGRESS, 2nd Adult Tom, 2-3 Yearling Hen, 5th Adult Hen, 5th Dressed Old Hen. Foundation stock of broad shoulder, meaty breast, shorter shank.

A.P.A. BANDED BIRDS REASONABLE.  
GRACE BAXTER Hazel, E. Dak.

## SWANBERG Breeding Stock BRONZE Poults Eggs

At prices you can afford to pay for such wonderful, wide-breasted stock of Standard breeding. Have our own turkey incubator.

MR. & MRS. JOHN F. SWANBERG  
Ottertail, Minn.

## TURKEY EGG CARE

The wise turkey grower gathers hatching eggs early and often and gives them the best of approved care. Every egg is a potential market turkey that won't be there if the egg is handled carelessly. Frequent gathering keeps the eggs clean, prevents breakage and other damage, and allows them to cool more quickly.

Eggs should have free air circulation immediately after gathering to promote proper cooling, preferably in a clean dry room with the temperature around 50°.

After cooling, eggs should be cased and then turned twice daily. Most growers do this by leaning the case against the wall at an angle of 45° and turning the entire case each day.

When inspecting eggs all abnormal ones should be discarded, both those too large and those too small. To hatch them tends to perpetuate an abnormal egg producer in your flock. Cracked eggs give off a hollow sound when tapped and should be discarded, as they seldom will hatch out successfully.

## TURKEY SHORT CUTS

Boston held its 92nd annual Poultry Show this year; the oldest in America. This year TURKEYS played a prominent part with 225 entries, the largest exhibit ever staged in the east. It also included a large dressed turkey entry and many demonstrations were held in methods of preparing and serving turkey.

Turkey raising has become a real business which at present seems to be migrating from the general farm to the specialty mass production turkey raiser. We do not believe that to be a healthy situation for the industry. Seems as though the turkey belongs on the farm.

On some of the larger farms of the country turkeys are worked into the regular crop rotation to good advantage and at good profits. The item of spreading fertility over the range fields in rotation is of great value. The well-recommended change of runs is practiced. This is a commendable procedure if not overdone.

"Broodies" will soon be a problem among breeders. Much loss in time and flesh is incurred each season from this cause through neglect and lack of a plan or method of handling broodies. If you are holding over extra males, hens placed in their pens will soon break them up. If your breeders are running in large matings, a large sized wire pen in center of run to put the broodies in will be found convenient and satisfactory. When a hen attracts a male through the wire it is time to release her.

Plenty of greens for the breeders not only saves on feed cost but also improves fertility. Milk fed in almost any form, if kept sanitary, also aids fertility and vigor in poults produced.

Wind breaks for protection is well worth while. Shrubs and timber are best and most economical and are always in place. If the setting out of shelter belts has been neglected, right now is the time to do it. It takes but a few years for it to become effective.

Spring time is clean-up time and it is surprising what an improvement can be made about the home and yards in a few hours of well directed effort. The general arrangement has much to do with it. A lawn mower is as essential on the farm as in town. Flowers are easily grown and add much to any surrounding. Try it if you have not done so.

**North Dakota Turkey Improvement Association**

By MRS. A. C. PAYNE, Sec'y - Towner, N. D.

Another month has passed by and no correspondence from any of you. Don't believe you care if the notes come through or not.

Received a card announcing the arrival of Linda Lee Murphy. Congratulations, Emma and Lester.

Wonder how many of you listen to "Agriculture in the News." Just the other day we heard Frank E. Moore, poultry specialist of the Extension service from the N. D. A. C. give pointers on turkeys and care of poults. Mr. Moore has just written a bulletin on care and brooding of poults, which you can obtain free by writing for it. Some very worthwhile ideas for better turkeys are contained in this. You know we are never too old to learn.



Mrs. A. C. Payne

This past month we experienced a blizzard. It came about six o'clock in the evening and lasted all night. Many lives were lost, but very little livestock perished in it. We still have plenty of snow. In our yard are turkey pens with snow banks six to eight feet high and still those faithful hens insist on laying.

I would like to hear from more of you turkey breeders. We need more members in our association. Remember, when you join the Turkey Improvement Association you are also affiliating with the National Turkey Federation, which is doing everything possible to help the turkey industry and help you get more for your turkeys.

The Show board held a meeting last month. I understand the picnic dates have been set. We'll have some definite ideas next month. In the meantime — Write —

MRS. A. C. PAYNE.

*"My Turkeys like your STONEMO Grit-1 feed it always"*  
**Mrs. Homer Price**  
 OHIO



MRS. PRICE — a noted breeder of White Holland Turkeys — not only grows vigorous, big bodied, well fleshed birds but also develops feathers of that particular quality and finish which grow only on the well nourished, healthy bird. STONEMO helps do that economically. It enables the Turks to get more nutrition from the feed—make every pound count — and keeps the digestive system in good order.



Take a tip now. Feed STONEMO. Sold on a money-back guarantee.

**STONE MOUNTAIN GRIT CO. INC.**  
 LITHONIA, GEORGIA

**FOWLER'S VALLEY VIEW BRONZE**

The Broad-Breasted Standard Type — Best for Meat and Exhibition

**Eggs, Poults, Breeders**

We again made sweeping win at recent Texas State Fair, Dallas. Won five out of six firsts; Champion Bronze and Best Bronze Display.

We can supply plenty of well developed, blocky type breeding toms at reasonable prices.

Place orders at once for 1941 eggs from utility or special matings. Any size order given our most careful attention. Discount on quantity orders booked early.

SATISFACTION GUARANTEED

**Mr. & Mrs. George C. Fowler**  
 Hoberg Missouri!

**MALMBERG'S BRONZE**

A. P. A. inspected and Banded. Have exhibited and made good wins at 18 consecutive All-American Shows.

A FEW HIGH QUALITY TOMS FOR SALE. WRITE FOR PRICES IMMEDIATELY.

**ALFRED MALMBERG**

Route 1 Crookston, Minn.

**Fosselman's Bourbon Reds and Broad-Breasted Bronze**

Win 3 firsts and 2 seconds, 5 birds entered, at the 1940 NEPPCO Poultry Show at Atlantic City.

Guaranteed genuine Broad Breasted birds or money refunded.

BREEDERS — POULTS — EGGS

**WILA TURKEY RANCH**

L. H. Fosselman, Owner WILA, PENN.

**SWANSON'S QUALITY BRONZE**

Broad breasted, quick maturing Bronze turkeys • Bred for market qualities only • Excelling in egg production and livability of poults • Breeding stock blood tested under state supervision.

Swanson's Turkey Farm & Hatchery  
St. James, Minnesota

**SILVER NARRAGANSETTS EBONY BLACKS**

Best Display Black and Champion Black, All-American and Northern States Show 1939-40. Champion Narragansett Female, World's Poultry Congress, 1939.

Send for Catalog and Prices.

**OAKDALE FARM**  
Kensington, Minnesota

**DORR'S GENUINE RYCKEBOSCH STRAIN**

Broad Breast poults, first in Bronze division, reserve grand champion all breeds Iowa State College 1940 poult show. Breeders State tube-tested for pullorum.

**Dorr Turkey Farm & Hatchery**

Marcus, Iowa

**HALL'S BLACK BEAUTIES WIN**

Won Best Male and Best Female Black of Entire Show, 1st Old Tom, 1-4 Yearling Hen, 2nd Young Hen, 1939 World's Poultry Congress, Cleveland.

Master Breeder's Award, Champion Young Hen of Show, Champion Black, Best Display blacks, at 1938 All-American.

**MRS. W. T. HALL**

Route 1 DENTON, TEXAS

**NARRAGANSETT CLUB NOTES**

A. C. Payne, President - - Towner, N. Dak.  
Mrs. Wm. Eddle, Vice Pres., Northwood, N. D.  
Mrs. Ole Nelson, Sec'y-Treas., Kensington, Minn.

Minnesota and North Dakota experienced another record-breaking storm on March 15th. We happened to be out in it so we know how terrible it really was. We were at our neighbor's home that evening and didn't realize how stormy the weather was until we were on our way home. We got as far as our driveway (about 80 rods from our house) when our car stopped and refused to start again. We thought we would walk the rest of the way, but we didn't go very far before we realized we could never make it against that terrible wind as we couldn't follow the road at all, and we weren't dressed warm enough for such weather, therefore we went back to the car.



Mrs. Ole C. Nelson

The children and I decided to stay in the car and the men started out once more, but this time they followed the fence instead of keeping to the road. In this way they were able to get home where they hitched up the horses and came out and got the children and I, and we surely were glad when we were safe at home again. It is very sad to read about the storm and the many people who froze to death because of it.

Some of our turkey pens didn't have quite good enough shelter for such extreme weather so we had to haul them into the barn. We lost two turkey hens that had wandered away from the shelters. Our turkeys were laying pretty good so it was a bad time to get such weather as it is bound to set them back somewhat.

Our neighbor, Jim Martinson, also had to carry many of his breeders into the barn. They lost about twelve hens before they could get them in.



At the annual meeting of our club at Grand Forks, we unanimously adopted the resolution which was drawn up by a committee elected at the meeting held during the Northern States Show at Alexandria. I was asked to send a copy of this resolution to the president and secretary of the A.P.A. This I did and I am pleased to state I have heard from both of them. The following is the letter which I received from Harry M. Lamson, president of the A.P.A.

"I have your communication of the resolution passed by your organization at the All-American this past winter, and wish to say that I will bring this matter to the attention of the A.P.A. at its next meeting. I might also add that I am heartily in sympathy with the resolution passed."

Then I received the following letter from Harry Atkins, secretary of the A.P.A.: "We received your note today with enclosed resolution as adopted by the International Narragansett Club. We will be pleased to publish this as submitted by your club in the next issue of

the Quarterly and will bring it before the next annual convention, which I believe will be in Kansas City about the time of the International Baby Chick Convention.

"I, personally, am pleased to see the action you have taken. This is just exactly what I honestly believe myself should transpire. If at any time you want any special information from here we would be pleased to furnish it to you."

It is very gratifying to note that both Mr. Atkins and Mr. Lamon are pleased with the resolution passed by both the Bronze Club and the Narragansett Club, and we trust that some very constructive action may be taken because of this fair and square resolution.

My club notes are quite wide spread this month as I have one letter from W. E. McCauley, Cynthiana, Ky., and then I have another letter from A. D. Hudson of Tangent, Ore., which means we have news from the east coast to the west coast, and it seems these representative breeders have the same viewpoints in regard to the Turkey Standard as we breeders in the central sections have constantly maintained.

W. E. McCauley writes as follows: "I am sure glad to get your letter reminding me of my club dues Never want to give up but what the Narragansett Turkey is the best turkey yet to raise these days for I have always found they have fitted in the market on foot or dressed much better than the larger breeds, consume less feed, have a more compact bird when finished, so I am going to stick to my Narragansetts. I have done well with my 1940 flock, raised 700 birds and sold a good number of breeders, and the rest of my flock by the pound at Christmas time. I sold my hens at 24c per pound, and the toms at 18c per pound. This price was on foot. I had a well finished flock of birds.

"I think the two clubs are right on the scale of points. Think they should not be changed. Enclosed you will find my dues for another year." Thanks ever so much for your interesting letter, and also your club dues for 1941.

Then the following is a part of the letter I received from Mr. Hudson of Tangent, Oregon:

"Received your kind congratulations and you will please accept our thanks for same. We were certainly well pleased to win a Grand Championship. Had won Reserve Champion several times, but never had one quite good enough to win Grand Champion until now. He is a very fine bodied bird with a very smooth, wide and long breast as well as being a good color throughout. The Rosengrens were visiting at Mr. Domes and here about two weeks ago. Our turkeys are laying fine and we have set some already. The test on these first eggs was 80% fertility and there were some quite old eggs in the lot.

"In 1939 we raised 450 B. B. B. but we did not like them at all and are thoroughly convinced there is more money to be made in the Standard breeds; they are the size that fills every market requirement while the B. B. B. are more for restaurants and public eating places, which is a cheap trade, while the Standard sizes are what everyone will buy."

I wish to thank Mr. Hudson for his interesting letter and also for paying his club dues for 1941. I was very pleased to receive these two letters and I trust that during the next month I shall hear from some of our other club members that we have not heard from for awhile.

MRS. OLE C. NELSON.

**B** ARRETT'S "AS BROAD  
ROAD AS THEY  
BREASTED ARE LONG"  
BRONZE

Won 6 blue, 3 purple ribbons at Missouri State Turkey Show, at Richland, Mo. 1940. Originated from popular western strains. Vigorous — Healthy — Quicker Maturing. More white meat — less loss in dressing. Large, fresh, clean eggs, reasonably priced.

Can Fill Large Orders.

**BARRETT TURKEY FARM**

R. 4, Box 222

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**RAISE YOUR POULTS  
on Wire Floors**



WIRE floors mean healthier poult — lower mortality. Crown offers wire fabrics of all kinds for all purposes at low cost. For floors — Crown's electric welded wire or heavily galvanized wire cloth. Write today for complete free catalog and price list.

**CROWN IRON WORKS CO.**

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Write today for  
**FREE CATALOG**

**SHELTON'S  
TURKEYS**

Again win Best Display at the California State Fair and Los Angeles County Fair 1940.

World's Fair Master Breeder  
Won Best Display 28 times in 20 years in America's best shows.

**CAN FURNISH WINNERS  
FOR ANY SHOW.**

Breeders, Eggs, Poults.  
Broad-Breasted, Standard  
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Red and Black.

7000 to select from.  
A. P. A. Turkey Judge.

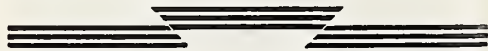
**SHELTON  
TURKEY RANCH**

Box 555A

Pomona, Calif.

**STONEMO HAS NEW DISPLAY**

Every poultryman and turkey grower welcomes to opportunity to examine the various sizes and quality of grit which his chickens or turkeys should get. That each may make the right choice of the correct size of grit needed, Stone Mountain Grit Company supplies its dealers with a compact, handsomely colored, dust-proof, counter display where each size of Stonemo Grit — from baby chick to turkey — is shown in transparent cylinders. This affords full opportunity to consider and choose just the right size of grit you need. Make your selection from this new STONEMO display on your dealer's counter.



**YOU'LL MEET** the other leaders in your field when you read the magazine that is devoted exclusively to your interest. Rush your subscription today.

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Rush your order today. All orders are acknowledged by return mail. Send cash, check, P. O. M. O., Exp. M. O., or stamps.

**MAGAZINE MART, Dept. TJ**  
La Grange, Illinois



**NORTHERN PRIDE  
BROAD-BREADED TURKEYS**

Scientifically trapnested and bred for the important utility factors of  
**Egg Production - Hatchability - Livability  
 Rapid Growth - Early Maturity  
 Desirable Market Body Conformation  
 Breeding Stock - Hatching Eggs - Poults**

**NORTHERN PRIDE TURKEY FARM**  
 Farm located 6½ miles north of Larimore, N. Dak. Address all correspondence to Box 244, Park River, N. Dak.

**ALL-AMERICAN BRONZE  
TURKEY CLUB**

Axel Hanson, President - - - Minneapolis  
Mrs. W. J. Janda, Sec'y - St. Hillaire, Minn.

Mrs. J. C. Lobdell, Caputa, S. D., lives only a few miles out of Rapid City, S. D. She has raised Standard Bronze for a number of years and has some exceptionally fine ones. Last year she won Grand Champion at the Sturgis, S. D., Show. (We are glad to number you among our Standard breeders, Mrs. Lobdell.)



Mrs. W. J. Janda

Mr. Tanner also sent in a membership from the Farmer's Elevator Co., Gettysburg, S. Dak. Ed Markovetz is the manager and is a great poultry booster. They handle all kinds of poultry feeds including turkey feed.

Again our section of the country was hit by a disastrous snow and wind storm. We are now trying to dig our way through six to twelve foot snow drifts in our yards and streets. The storm struck in full fury at 9:15 P. M. Saturday, March 15, and from then on it was an inferno of wind, snow and fire. One half of the business section of our town burned during the height of the storm. The roads and streets were blocked by huge drifts of snow so no help could be had from our neighboring towns. Over sixty people were stranded in town. The loss in turkeys was again heavy. The storm hit at night after a warm spring day so the turkeys were roosting outdoors and could not be gotten under shelter as the storm came so fast in fact any animal or human being out in the storm smothered. I believe the loss of lives was greater this time than during the Armistice day storm. There were also more losses in turkeys around in our locality than during the fall storm.

Mrs. Eric Norrie of Crookston, Minn., lost 140 of her breeding hens—also the Grand Champion tom of the Crookston Livestock Show. Out of her flock of breeding hens, she has only 55 left. This is a severe loss at this time when the hens are commencing to lay and the cream of the flock is destroyed. Mrs. Norrie had one of the best flocks of Narragansett turkeys in the state. We hope she will have much success with the stock she has left so she can continue to raise her usual top notch turkeys.

Please send in dues and news items for our club page.

MRS. JANDA, Sec'y.

**WALKER BRONZE**

There are reasons why satisfied old customers order Walker's Bronze stock, eggs and poults year after year! A trial order will convince you! Booking 1941 egg and poult orders. Special prices to hatcheries taking large weekly shipments. Fine young toms Sept. Oct. del. \$5.00 up.

**HAPPY HILL FARMS**  
 Martha B. Walker Williamstown, Mo.



## TURKEY HEALTH

American Turkey Journal is happy to call the attention of its readers to the new series of advertisements of Dr. Salsbury's Laboratories, now being carried in each issue of this magazine.

The educational value of this new series is being stressed to give turkey raisers the information they need to maintain the health of their flocks. An educational approach is maintained in Dr. Salsbury's advertisements because turkey raisers want to know how they can prevent the losses which occur in their flocks due to disease. There can be no detours due to disease in the road to turkey profit.

For many years turkey magazines have carried articles on feeding, breeding, housing, and this educational program in combination with the disease prevention measures that have been publicized through the advertisements of Dr. Salsbury's Laboratories, has formed a well-rounded course in turkey management.

American Turkey Journal considers its paid advertisements as much a part of its educational program as its editorial columns and feature articles. The wide acceptance of many modern practices has been encouraged through advertising campaigns; not

only in the health of turkeys, but in incubation, brooding, feeding, ventilation, and other special phases of their management.

Other educational features offered to turkey raisers by Dr. Salsbury's Laboratories consist of numerous educational magazines, such as Dr. Salsbury's "Poultry Health Messenger," Dr. Salsbury's "Turkey Talks on Health and Disease," and many other folders and pamphlets on turkey diseases and their control, all available through Dr. Salsbury dealers.

Dr. Salsbury's Laboratories issues over five million pieces of poultry and turkey health literature annually. This constitutes the greatest educational endeavor of any commercial institution, for this material is available to turkey raisers entirely without cost.

The many additions to the research staff that have taken place throughout the past year now bring the total number of veterinarians, chemists, bacteriologists, parasitologists, advertising counselors, and writers to over twenty.

These men, with Bachelor of Science and Doctor's degrees, are supported by 100 specially trained workers, which makes Dr. Salsbury's Laboratories the largest poultry and turkey health institution of its kind in the world.

# GREAT VIGOR FINE TYPE

**Wright's Turkey Farm**  
Aitkin, Minnesota

Vigor in breeding stock means vigor in the offspring and vigorous offspring means the ability to live through the dangers of early poulthood and come through strong and healthy.

WRIGHT'S BRONZE have vigor bred into them because our trapnesting program automatically eliminates any bird that does not possess plenty of it. Other important characteristics of WRIGHT'S BRONZE are

**BROAD BREASTS      BEAUTIFUL COLOR  
FINE MARKET TYPE**

You pay no more for our stock than for the common field-run breeding stock, so why not get the most value for your money.

**Get Our Prices on Early Eggs and Poults.  
We Operate Our Own Hatchery.**

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I would like to become a member of the National Turkey Federation and join with other turkey growers in supporting this fine work. Enclosed are my dues calculated on the basis of ..... market birds sold (at \$1 per 1,000); ..... poults sold (at  
number number  
50 cents per 1,000); and ..... hatching eggs sold (at 12½ cents per 1,000).  
number

Name .....

Address .....  
(Mail to M. C. Small, executive secretary, National Turkey Federation, Mount Morris, Ill.)

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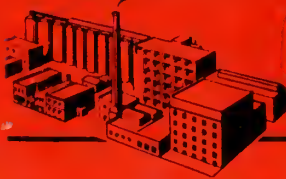
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