

USE CARE WITH EGGS TO GET TOP PRICE

Give the Customer Benefit of the Doubt First Principle of Good Marketing

In marketing eggs the highest prices can be obtained in supplying a retail trade. This is also one of the most satisfactory trades to cater to and is easy to get. There are hundreds of families in every large town or city that are looking for the person who will furnish eggs regularly each week the year around at several cents above the retail store prices.

The largest profits must come from superior marketing, and from special market advantages in selling eggs and stock. A difference of only a few cents a dozen makes a large increase in the income when several hundred hens are kept.

A neat package is a very good investment. An attractive shipping crate has much to do with fixing the product. The person who will take the trouble to prepare a neat package will be depended upon to be equally careful and painstaking about the quality of the goods which he puts into it.

The first principle of good marketing is to have good quality to sell. Quality sells itself. A fancy egg should be new-laid; that is, not more than one week old when it is delivered to the customer. It should be free from any foreign flavor due to improper feeding or to the absorption of objectionable odors.

To produce eggs of the highest quality requires skill and care. First, one must keep pure-bred fowls in order to get uniformity in color, shape and size of egg. Second, eggs must be selected for hatching that fulfill all the market requirements for strictly fancy eggs.

Eggs for a first class trade must be gathered regularly each day from nests that are especially fitted. If there is any doubt about the freshness of eggs, give the customer, not the eggs, the benefit of the doubt. Do not take any chance. One bad egg will ruin the reputation gained by selling a thousand good ones. As soon as the eggs are gathered they should be carried to a cool place and covered with a clean cloth so that dust cannot settle on them.

A damp cloth is required to rub off any slight discoloration. If it is necessary to wet the eggs, they should be dried before being placed in the crate. They should not be washed unless absolutely necessary, because washing destroys the natural appearance of the shell.

NATIONALITY REVEALED

Shape of Head Varies in Different Races

Among many interesting facts that are revealed by a study of heads is the one that the left side of a head is almost always larger than the right side. It is supposed, to the universal practice of using the right hand more than the left.

Another curious fact pointed out by a writer on the subject is that nationality considerably affects the shape of the head. It would surely be an interesting subject for a biologist to explain why it is that the nearer the equator a race resides the rounder their heads become. No one needs reminding of the round, bullet shaped skull of the negro, but the matter will assure us that a Frenchman's head is rounder than an Englishman's and, similarly an Englishman's rounder than a Scotchman's.

The average Scot's head tapers considerably towards the front, narrow at the temples and becomes square and prominent at the forehead. German heads, on the average, are rounder than English, and broader at the back. Irish heads, in general, are long, like the Scotch, but scarcely as narrow. The Slavonic head is narrow in front and very broad at the back.

Automatic Fire Alarm

A Massachusetts inventor's automatic fire alarm system may be attached to the electric lighting circuit in a building to allow the latter to ring a bell.

DESPISED SOUTHPAWS

Fighting Ganzel of Brookfeds Won Three Pennants Without One

Big Moose, John Ganzel, who jumped during August, 1915, from the Rochester Hustlers to Brooklyn Federals, was the most remarkable man in the International League. He had, in six years at Rochester, he won no less than three pennants, finished second twice and third once. His fighting spirit was one of the primary reasons for Ganzel's resignation from the Rochester team. For years associated with a winner, the big fellow couldn't stand the gain in losing. While his team was on even terms, Ganzel was always out on the line cheering and driving his players. But once the team got behind by any appreciable margin, Ganzel invariably retired to the dug-out in an irritable and sulky state of mind. The Hustlers lost badly in 1915.

Ganzel went to Rochester in 1907 when baseball was at a low ebb there and built up a pennant-winning team capturing the flag in 1909, 1910 and 1911 and finishing second in 1912 and 1913. In 1911 the team wound up in third place. His record is probably unequalled by any other manager in a league of as high ranking as the International.

Ganzel had one hobby—that was right-handed pitchers. For years he buttered his way to the top of the International circuit without a single left-handed twister on his staff. "Left handers are merely nuts," was one of Ganzel's working maxims, and he proved it by winning no less than three pennants exclusively with right-handed slabmen.

Ganzel has had long experience in baseball. He was manager of the Cincinnati team in 1908, and finished fifth in the National League race of that year. His departure was a blow to the International League and particularly to Rochester. The big leader sent baseball soaring to great heights in the Kodak City. The average attendance in his first three years there was about 3,000 a game, and August 13, 1912, a crowd of 18,000 saw Rochester play Newark. It was the biggest crowd in the history of the League.

San Marino's soldiers wear brilliant gold laced uniforms, but no shot other than the mid-day gun has ever been fired, and there have never been any military manoeuvres.

It is said that the idea of instituting a Victoria cross originated with the Prince Consort.

A BIRD OF FEW WORDS

Macaw of the Tropics Not Much of a Linguist

If a cloven tongue were as unpopular as a cloven hoof there would be no place in respectable society for the Macaw for this bird with the great beak and the massive head has a horny tip on his tongue that suggests cousinship with a porcupine that we seldom talk about.

But in spite of his long tube-like tongue with its cloven tip the Macaw is a very well behaved member of the bird family and in the Philippines and in New Guinea and other tropical



places where he makes his home he's greatly admired, not only on account of the handsome fan he wears on top of his head, but also because a wing or a leg of Macaw is very good eating when it's fricassed or fried.

Owing to his remarkable tongue the Macaw can, when he tries hard speak a few words, but unlike Poll Parrot, he cannot carry on an extended conversation. One of his pet words is "Cock-a-too" and for that reason he is sometimes called the cockatoo.

HOW TO LIVE LONG

Frederic Harrison's Golden Rules—People Fat Too Much

Five golden rules of health were given recently by Mr. Frederic Harrison, author, critic, bibliophile, professor, barrister, historian, traveller, and amateur gardener, on his eighty-first birthday, celebrated at his home at Hawkhurst, Kent:

(1) Abstain from tobacco, spirits, made dishes, and all such dreadful things. I am satisfied with a little bit of mutton and rice pudding.

(2) Rise from a meal with an appetite. I believe people eat too much.

(3) Walk every day for two hours. This I am going to do as soon as I got through a pile of letters and telegrams from Florence and Rome. I am too old to play at tennis, and golf is too slow.

(4) Sleep eight hours. People cannot sleep who smoke themselves black in the face, eat too much and have not walked enough.

(5) More important than all—be content with what you have got. Take things quietly.

BEQUEATHED BY RED MEN

The Original Inhabitants Have Given us Many Place Names

Long after the Indian himself has disappeared the Indian language will continue to be spoken in our geographical terms. No one can turn to the lake, or river, or stream, to which the original lords of the land have bequeathed a name, without confessing that the Indian has perpetuated himself by a monument more eloquent and more imperishable than could be erected by mere human hands.

In a list of the lakes of the United States, published in 1885, two hundred and eighty-five bear Indian names. In a list of the principal rivers, flowing into the Atlantic and the Gulf of Mexico, but excluding those of the St. Lawrence basin, seven hundred and twenty-four have Indian names. If we added to these the Indian names of the St. Lawrence valley, those attached to the waters of the Great Lakes, the Saskatchewan, and the numerous other great northern and north-western watersheds, and the lakes and streams of the Pacific coast, the list might easily be doubled.

One must bear in mind that these have all not the true pronunciation, but have been disfigured by the early voyageurs and trappers, who by mispronunciation destroyed and rendered them incomprehensible, in spite of the reclamation work of Indianologists who were anxious to preserve the true pronunciation.

Winter Stores in Labrador

The Indians of the barren lands of Labrador rely almost entirely upon the migrating caribou for winter sustenance. When the great herds of reindeer go south in the fall, the Indians lie in waiting for them, killing sufficient meat to keep them from starvation during the months of darkness and desolation. The meat, as killed, is packed into caches—either high in the trees, well out of reach of wolves, or in some natural cave, which is barricaded with rocks and timber. When the last deer have gone south the barren lands are almost destitute of life, and should anything happen to their store the Indians are confronted with starvation.

TRAINS KILL GAME

Now Paradise For Big Game Hunters West of Graham

On the Grand Trunk Pacific line between Winnipeg and Graham, Ontario, there exists a veritable hunter's paradise. "When I tell you that I have seen red deer so close to the train that I could throw a stone at them; that moose have been killed by train and I have seen a herd of seventeen caribou crossing a lake not more than a quarter of a mile from our main line, I think that the opportunities for hunters securing a head in this region are probably the best in the country," reports one huntsman-traveller. He says that splendid fishing is also to be obtained at many points.

Cannot stop Russian Advance

London, June 18.—All the special despatches from Petrograd remark on the fine work of the Russian artillery, to which the recent swift advance is mainly attributed. They contend that the Russian advance proves that the German constructed field fortresses of steel and concrete, which were supposed to be impregnable, can be taken by assault despite all the latest scientific devices. The incomparable Russian guns and mining, says one correspondent, made short work of five-fold fortified lines. It is reported that in some places, where the Austrian preparations were most elaborate, the Russians captured twelve lines of entrenchments in rapid succession, while armored motor cars

The town of Dmbno, says the despatch, was almost demolished by the Russian artillery fire, which preceded its occupation. Before their departure, the Austrians removed all the civilians capable of working.

London, June 18.—"The Russians are piling victory on victory," says a Daily News despatch from Petrograd. "Prisoners are pouring through Kieff on the way to the interior. The Russian advance is continuing steadily in spite of the great difficulty of transport."

"It must be remembered that almost everywhere the Russians have crossed the rivers separating their system of communications from the Austrians. They have had to bridge not merely for infantry, but for heavy gun transport, for the whole fighting force went forward in pursuit of the Austrians.

"The bridges are built with tree trunks; the axe is the only tool used, and the Russians is the only nation which can use the axe with such rapidity and skill. The astonishing speed and development of the original success is largely due to the marvellous axe work of the Russian engineers.

"There is further evidence of the Austrians' miscalculation of the Russian strength. The Lutsk environs were heavily fortified and only fell after a twenty-hour battle, but the Austrians did not expect the fall of the town.

"It has not suffered, because after the fortifications were out-flanked the Austrians were utterly non-plussed, taking a headlong flight, offered no resistance in the town, but fled westward with the Russians at their heels.

"The Russians entered Lutsk at 8.30 in the evening. The Archduke Frederick had dined at noon. The Archduke Ferdinand, however, more wary, left the day before.

"When the pursuers had passed through the town and the Russian reserve marched in to music, extraordinary scenes were witnessed in the streets. Men, women and children threw themselves on the necks of the rescuers and the whole town cheered. It is evident that the stories of Austrian lack of food were not exaggerated.

"Great stores of wines and spirits were captured, but absolutely no eatables.

"The Russian organizations have already opened feeding stations, and these are surrounded by the hungry but joyful population."

Advertisement for Wilson's Fly Pads. Includes image of a fly and text: 'WHEN USING WILSON'S FLY PADS READ DIRECTIONS CAREFULLY AND FOLLOW THEM EXACTLY. Far more effective than Sticky Fly Catchers. Clean to handle. Sold by Druggists and Grocers everywhere.'

supplemented the cavalry in pursuit of the retreating forces. The pursuit was facilitated by the excellence of the roads which the Austrians had constructed for their own transports.

Northwest of Tarnopol the Russians employed gas reservoirs captured from the Austrians, to overwhelm the enemy with his own poison fumes.

Lutsk was surrounded by mine-trails rows of entanglements when the Russians received the order to storm the place at dawn on Wednesday. The issue hung in the balance until noon; then a breach was made in the Austrian position.

Large advertisement for 'This Book Shows How to Make Better Farm Improvements.' Includes image of a book titled 'WHAT THE FARMER CAN DO WITH CONCRETE' and contact information for Canada Cement Company Limited, Montreal.