SHOPPING JEFFERSON'S

Well, it may be no use but I'm going to snatch up my pencil and paper and do a marathon in print hoping perhaps I can broadcast the news about some dresses at Jefferson's before they're absolutely torn from before my gaze by those cagy lassies, who seem to be able to SMELL a new shipment!

Mercy, that was all one sentence and on one breath! But believe me, if you want even to SEE these dresses, let alone buy one, you don't want to wait to catch your breath or put your hat on, just leap!

First, there is an Angora cloth worked out in two colors, black skirt and a terrecotta blouse, (this is a cross between copper and rose) and THIS is a complete knockout, in size 16.

Second, a rough crepe beauty in the softest peppermint green, tucks, radiating from the neck, a little babyish white collar, cut-steel buttons down the front and girls, it's a sweetie!

Next, is a gray bunny cloth affair with a surplice blouse and a tie-around sash. It's as demure and intriguing as a Quaker maid who winks at you in the meeting house. Yes'm, $5.95.

Fourth is a dress distinctly tailored for sport. Gold colored bunny wool makes the frock itself and gold colored rough silk makes the sleeves with stitched cuffs and scarf collar. Size 18 is this prize.

Besides these crown jewels there are one or two that were overlooked by the clutching hordes and worth a once-over by clever dressers. One is a black wool with perky little, wool bows, a white pique vest and inner cuffs. The sort of thing that makes you look like the spoiled wife of a doting millionaire. Furthermore there are two models in plaid, one silk, one wool, that speak for themselves. Or do you have to be told that plaids are the very latest, smartest trings you can wear?

Now then, there you are! But I warn you solemnly not to stand on ceremony. Just go down and grab, and if somebody else grabs at the same time, well, you can always scratch and bite

LYDIA LEE.



PERCY SHELLEY

"The trumpet of a prophecy! Oh, Wind, if Winter comes can Spring be far behind?" To aid another in his need. to bring one's abilities to the caretaking of another's perplexing problems is a worthy aim.

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DOROTHY DARNIT By Charles McManus



SIENCE KILLS GERMS THAT EAT POULTRY PROFITS

TRUSLOW POULTRY FARM DEVELOPS NEW PRINCIPLE IN DISEASE CONTROL

TO MANUFACTURE DISINFECTANT HERE

Science has solved another important problem, one that enables the poultryman to make more money. Practical poultrymen working hand in hand with famous scientists have made a valuable contribution to the poultry industry which will insure greater profits and success.

This new idea of sanitation is spreading like wildfire throughout the country. Veterinarians and medical authorities are studying and experimenting with this new principle of sanitation firmly believing that the principle which has proven to be so effective in controlling poultry diseases will be benficial in solving other disease problems.

Back of this product are the two men who developed it, both poultryman, born and brought up in the poultry business. They alone hold the secret formulae on which patents are pending. Their father, the late William H. Truslow, devoted more than half a century of his life to the poultry business. Attributed to his genius are many valuable contributions to the poultry industry. These include the first Mammoth incubator, the idea which revolutionized the poultry business and made possible the mass production of baby chicks. The Truslow Poultry Farm is recognized as the oldest breeding organization in America . . . . . reliable and progressive.

With this background of knowledge and experience it is logical that Claude and Neal Truslow should discover a way to prevent bloody diarrhea (Coccidiosis) thus saving millions of dollars for those who raise poultry either as a business or as a sideline.

Neal Tuslow Tells How New Idea Was Developed

Coccidiosis, commonly spoken of as Bloody Diarrhea, first developed in this section of Maryland about 1924. Our customers and friends consult us when they run into difficult problems such as this. Accordingly, we were obliged to secure as much information on this destructive disease as possible.

When Coccidiois ultimately found its way to our plant we were partially equipped to meet th situation. Naturally we tried all the treatments that were being used and recommended including milk flushes, dried mlk, semi-solid milk, sweet milk, sour milk, butter milk.

While milk is an excellent food when propery balanced with the ration, milk flushes purge the birds excessively which results in wet sloppy pens. Excessive flushs reduce the weight and vitality of the bird, but what is more important milk does not prevent or cure Coccidiosis. Furthermore, investigators studying this disease have yet to find a therapeutic treatment that is successful. Following many feeding experiments we tried some 25 or 30 different drugs but these drugs also failed. Chickens, you know, tell you themselves whether or not they are being cared for properly. Just sit down with them and listen. Our chickens told us that we had not controlled Coccidiosis by any of the treatments we had tried, in spite of the fact that some of these treatments had reduced or eliminated bloody diarrhea.

Finally we decided that it would be necessary to secure more complete infomation. In view of the fact that veterinary science has not developed anything that would control Coccidiosis and since Coccidiosis is not necessarily confined to chickens, we felt the best source of information would be obtained from a hospital or medical school specializing in human diseases. With this in mind I went to Baltimore. and consulted Dr. Justin Andrews, School of Hygiene and Public Health, Johns Hopkins University. Dr. Andrews, who had made an extensive study of Coccidiosis in other animals, was very much interested and offered to collaborate with us.

In February, 1930, he came to Chestertown and made a survey of our plant. Many samples of soil, manure, and litter were taken. These samples were shipped to his laboratory and analyzed. Results of this study were published in Poultry Science, September, 1931. This study clearly indicated that the source of infection was not in the poultry yards. The real source of infection was found to be in the hen houses and brooding houses particularly around water fountains and roosts. Following this preliminary work Dr. Andrews was called to the Phillipines.

In view of the fact that he expected to be gone several years his work was taken up by Dr. Frederick Fish. The entire Truslow plant was turned over to Dr. Fish for his study. At that time we had between three and four thousand laying hens. During his investigation nearly a million chicks were hatched ad approximately fifty thousand broilers and pullets were produced. Never before was such a thorough survey made at least from the practical poultryman's standpoint.

The first step in this investigation was to determine why the heaviest infection existed in the poultry houses rather than in the poultry yards. This was done primarily to disprove the theory that it was necessary to raise chicks on new ground in order to prevent this disease.

Dr. Fish's earliest experiments showed conclusively that sunlight and heat produced by the sun killed the coccidia organism very rapidly.

"Dr. Fish," I said, " it looks very much as if we should study the hen houses and brooding houses. That is where the birds live and where most of the contaminate material is found. There is where practically all the disease organisms are located. Certainly there must be some way to kill them."

Isn't there some chemical or acid or combination of drugs that will effectively destroy them? Did you ever try bi-chloride of mercury, lye, carbolineum, creosote and things like that . . . . . ? Well, to make a long story short we tried them all but were forced to abandon these products either because they were destroyed by organic matter in the litter or because they did not help us to control Coccidiosis. Reports of these investigations are all on file at Johns Hopkins University. In addition Dr. Fish has published the following papers on this investigation: "Some Factors in the Contol of Coccidiosis," American Veterinary Jurnal; "Quantitive and Statistical Analysis of Infection with Eimeria Tenella," American Journal of Hygiene.

Practical information obtained from these investigations by Dr. Andrews and Dr. Fish, coupled with valuable information contained in "Coccidiosis in Gallinaceous Birds" by Dr. Ernest Edward Tyzzer, Medical School of Harvard University gave us additional information concerning both the internal and external stages of the disease. Finally we decided to attack the external stage of the disease which is found in the litter. This stage is called an oocyst, the seed or egg. Oocysts are expelled in the droppings from infected birds in vast humbers. They accumulate in the litter. As it takes two or three days for the oocysts to incubate before again becoming infective, this is obviously the easiest and best point to attack.

For six months I kept my eye glued to a microscope, experimenting and testing. Late one night in December . . . . how well I remember that night . . I found that for which I had been seaching . . . . . searching for six long years . . . . . dead oocysts. Oocysts killed in litter sperad with one of our experimental preparations. I could hardly contain myself until I told my brother. He could hardly believe his eyes. He too looked into the microscope. There he saw the great change that had taken place in the hard shelled organisms rsponsible for Coccidiosis. Under the glass were dead oocysts . . . . seeds of the disease which costs millions of dollars each year for the poultrymen.

Other experiments were made, one after the other. First on one pen of birds then on another and finally on five thousand broilers. The results were always the same. We had conquered Coccidiosis.

Friends urged us to put Toxite on the market immediately. Not yet, we said, not until we prove beyond a doubt that Toxite is effective, that it will pay the poultryman to use it. We felt that carefully controlled experiments should be made before we offered Toxite for sale. These controlled experiments have been completed, not on a few birds but on thousands.

Scientific Experiments Prove That Toxite Controls Coccidiosis

Coccidiosis is more difficult to control duirng hot weather than at any other time. That is why we had scientifically controlled experiments made on Toxite in June, July, and August. This investigation was conducted by Dr Justin Andrews of Johns Hopkins School of Hygiene and Public Health. In the experiments described below a thousand Leghorn chicks were used. 250 birds were placed in each pen in a long type Shenandoah brooding house. These pens were separated by wire partitions. All pens were fed and handled in exactly the same way. No precautions were taken to prevent infection being transmitted from one pen to the other. Eight and a half pounds of contaminated manure was placed in each pen. The litter in one pen was treated weekly with Toxite. The other pen was not treated. In the Toxite treated pen ten birds were lost over a period of 62 days while in the untreated pen the mortality from Coccidiosis was 121 birds.

During this experiment the birds in each pen were weighed weekly. At the end of 62 days the birds in the Toxite treated pen weighed 248 pounds while those in the untreated pen weighed but 116 1-2 lbs. Birds in the Toxite treated pen were plump, active, and well feathered while those in the untreated pen were pale, emaciated culls, unfit for the market. Assume that both pens had an equal value of $.20 a pound. This would mean an added profit of $26.30 in favor of Toxite. To obtain this profit of $26.30 took only $3.41 worth or Toxite.

It costs money to feed sick birds. In this experiment accurate weights were kept of the feed consumption in each pen. In the Toxite treated pen it required 310 lbs. of feed to produce 100 lbs. of meat while in the untreated pen it took 451 lbs. of feed to produce 100 lbs. of meat. In other words, Toxite saved 141 lbs. of feed on each 100 lbs. of wheat produced. By using Toxite, the birds health is maintained. Consequently, they utilize all the nourishing elements in the feed. It was in this way that a saving of 141 lbs. of feed was obtained on each 100 lbs. of meat produced. In a pen of broilers that weigh 500 lbs. when ready for market, the feed saving according to the above figures would be 705 lbs. If feed cost $2.00 per hundred this would mean a saving in feed cost of $14.10. A profit ovr and above the cost of Toxiting the pen of more than $10.00.

Simple Tests That Show the New Features Of This Sterilizing Agent

Until Toxite was discovered no method of chemical disinfection was known whereby the litter could be treated so as to control the constant contamination of the poultry house. Ordinary disinfectants are not suitable for this purpose. Some break down in the presence of organic matter. All disinfectants with the exception of Toxite are diluted with water. Every poultryman knows the importance of keeping houses dry. Accordingly, spraying a house with a disinfectant containing as much as 80 per cent. water is injurious to birds. Furthermore, water in disinfectants evaporates. Acordingly, the disinfecting agent is no longer held in contact with the organism you are attempting to kill.

Truslow Poultry Farm, recognizing these facts developed a sterilizing agent which contains no water. It is not affected by organic matter and does not evaporate. Furthermore, surface tention and capellarity are important factors. You can prove this yourself with these very simple experiments. Take a spoonful of Toxite and place it on five or ten thicknesses of paper. Watch Toxite penetrate, see it crawl and spread. In a few minutes it will cover a surprisingly large surface. Note also how it penetrates.

Compare this with ordinary disinfectants. Place a spoonful of any disinfectant you wish, mixed according to directions, on other sheets of paper. Note what a small surface it covers and what little penetration you obtain. Notice how quickly other disinfectants evaporate, instead of spreading as Toxite does. In a short time they will be dry while Toxite remains moist for weeks. If you have a microscope examine these two samples. You will find Toxite uniformally distributed over the surface while other disinfectants are filled with bubbles not even mixing uniformally with water.

Another sample test, which anyone can make, proves the penetration of Toxite. Take two dishes and put a small quantity of Toxite in one dish and the same quantity of any other disinfectant, diluted according to directions, in the other. Then suspend a wick, strip of blotter or a long piece of paper in each and compare the penetrating quality of the two. You will find that the ordinary disinfectant will penetrate this wick a distance of from two to eight inches depending upon kind of wick used and atmospheric conditions. In 24 hours time you will probably find that the disinfectant in the dish has completely evaporated. Compare this with Toxite. Watch Toxite climb day after day. At the end of a week it will still be climbing, inch by inch, 5, 10, 15, 20, 25 possibly 35 inches in the air before it has consumed all the Toxite in the dish. Then it continues to climb higher and higher. Atmospheric conditions apparently have no effect on it.

That is exactly what happens when Toxite is sprayed on litter. It spreads and reaches out for the disease organisms that are held in the litter and droppings. Could any proof be more conclusive of the economy and effectiveness of this new product; one that covers 15 times more surface than ordinary disinfectants; one which because it does not evaporate, will remain active fifty or sixty times longer and thus supply continuous disinfection to your poultry houses.

Toxite, By Killing Disease, Increases Egg Production And Reduces Mortality In Laying House

Hens are known carriers of Coccidiosis. Many flocks have as many as 50 or 60 per cent. infected birds. Hens

(continued on page 7)

DR. JULIAN T. POWER

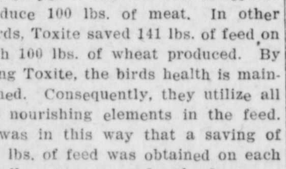


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