

# LUCKY STRIKE CIGARETTE

IN a year it has become famous; the man's cigarette for the men who are working over here, and fighting over there.

The reason? Because it's made of Burley pipe tobacco and because—

**IT'S TOASTED**



Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED



## BRONZE TURKEY IS POPULAR

Largest of All Domesticated Fowls and Most Favored, Whether for Profit or Pleasure.

The Bronze turkey is the largest of all domesticated turkeys, the cocks weighing 36 pounds, and the hens 20 pounds, according to their standard of weights.

Besides the Bronze turkeys, the others of the turkey family are the Narragansett, White Holland, Black Buff, Slate and the Bourbon Red turkeys.

Each of these varieties of turkeys is bred with more or less profit, but



Fine Type of Bronze Turkey.

The Bronze is the most popularly bred of all turkeys, whether for pleasure or profit.

The breeding stock is the first essential feature of profitable turkey raising, and the better, the healthier, the stronger the breeding stock, the greater will be the results.

Vigorous, healthy breeding hen turkeys should always be over one year old, two and three-year-old hens are even better for breeders.

### FARMERS SHOULD RAISE MORE CHICKENS AND EGGS.

(Prepared by the United States Department of Agriculture.)

More chickens and more eggs will release more meat for our armies and the allies. They cannot get our chickens and our eggs—we can and like to eat them.

Poultry can be increased more rapidly and more economically than any of the meat animals.

Chickens will live largely, grow and prosper, on waste that never otherwise would be of use, and will eat the infant bugs, particularly orchard pests, before they have had opportunity to do great harm.

Chickens require a minimum of attention. Most of it can be given by women and children. No heavy labor is required. Chickens will help win the war.

### LITTLE DETAILS OF SPRING

Poultrymen Should Clean Out, Disinfect and Whitewash Hen Houses—Look Over Fences.

With the coming of spring, when fowls spend more time out of doors, the poultryman should don his overalls and jumper and set things briskly to rights. There are the houses to clean out, disinfect and whitewash; fences to look over and possibly mend, yards to rake up, spade and sow to rye or oats; brooders and brooding coops to paint and clean and colony houses to get in shape.

### DO NOT FRIGHTEN CHICKENS

Hens Disturbed Will Not Lay as Well as They Otherwise Would—Keep Dogs Away.

Hens that are frightened or disturbed will not lay as well as they otherwise would and therefore it pays the caretaker to make friends with the flock and to be sure that dogs and strangers do not disturb the layers.

### ADVANTAGES OF SOUR MILK

Keeps Turkeys in Good Health and Reduces Activities of Organism Causing Blackhead.

The feeding of sour milk has been found of advantage in keeping turkeys in good health and in reducing the activities of the organism causing blackhead. Free range and care not to overfeed are most important.

# Swift & Company Publicity

At a recent hearing of the Federal Trade Commission there was introduced correspondence taken from the private files of Swift & Company, which showed that the Company had been considering for some time an educational advertising campaign.

The need for this publicity has been apparent to us for several years. The gross misrepresentation to which we have recently been subjected has convinced us that we should no longer delay in putting before the public the basic facts of our business, relying on the fair-mindedness of the American people.

The feeling against the American packer is based largely on the belief that the income and well-being of the producer and consumer are adversely affected by the packers' operations, resulting in unreasonably large profits.

Swift & Company's net profit is reasonable, and represents an insignificant factor in the cost of living.

For the fiscal year 1917 the total sales and net profit of Swift & Company were as follows:

Sales \$875,000,000.  
Profits \$34,650,000.

This is equivalent to a \$3,465. profit on a business of \$87,500.



If Swift & Company had made no profit at all, the cattle raiser would have received only one-eighth of a cent per pound more for his cattle, or the consumer would have saved only one-quarter of a cent per pound on dressed beef.

Swift & Company, U. S. A.

## Win the War by Preparing the Land Sowing the Seed and Producing Bigger Crops

Work in Joint Effort the Soil of the United States and Canada CO-OPERATIVE FARMING IN MAN POWER NECESSARY TO WIN THE BATTLE FOR LIBERTY

The Food Controllers of the United States and Canada are asking for greater food production. Scarcely 100,000,000 bushels of wheat are available to be sent to the allies overseas before the crop harvest. Upon the efforts of the United States and Canada rests the burden of supply.

Every Available Tillable Acre Must Contribute; Every Available Farmer and Farm Hand Must Assist

Western Canada has an enormous acreage to be seeded, but man power is short, and an appeal to the United States allies is for more men for seeding operation.

Canada's Wheat Production Last Year was 225,000,000 Bushels; the Demand From Canada Alone for 1918 is 400,000,000 Bushels

To secure this she must have assistance. She has the land but needs the men. The Government of the United States wants every man who can effectively help, to do farm work this year. It wants the land in the United States developed first of course; but it also wants to help Canada. Whenever we find a man we can spare to Canada's fields after ours are supplied, we want to direct him there.

Apply to our Employment Service, and we will tell you where you can best serve the combined interests.

Western Canada's help will be required not later than April 5th. Wages to competent help, \$50.00 a month and up, board and lodging.

Those who respond to this appeal will get a warm welcome, good wages, good board and find comfortable homes. They will get a rate of one cent a mile from Canadian boundary points to destination and return.

For particulars as to routes and places where employment may be had apply to: U. S. EMPLOYMENT SERVICE, DEPARTMENT OF LABOR

## BUY WHOLESALE

FOR YOUR	WE SHIP IN ILLINOIS AND MISSOURI	CHARGES PAID
AUTOMOBILES	Auto "Power-Oil" per gal. in bbls. 50 in 5 gal. cans 75c	
OR TRUCK	Cosmo Transmission oil " " " 50c	
TRACTOR	Cosmo Cup Grease " lb. " 25lb. a 10c in 10lb. c. 10c	
FARM & DAIRY MACHINERY	Tractor "Power-Oil" " gal. " bbls. 50 in 5 gal. cans 75c	
STEAM ENGINE	Machine "Power-Oil" " " " 50c	
BOLLER SMOKE STACK	"Purity" Separator Oil " " " 50c	
MACHINE SHOP	Steam "Power-Oil" (Cylinder) " " " 50c	
ROOF AND ROOF REPAIRING	"Power-Lastic" Boiler Setting Cement " lb. " 15c	
STEAM LAUNDRY OR HOME WASHING	"Power-Lastic" Hot Surface Paint " gal. " 5 gal. cans \$1.50	
	Cosmo-Soda Base Cutting Compound " lb. " bbls. 10c	
	Cosmo-Oil Base Cutting Lubricant " " " 10c	
	Red "Power-Oil" " gal. " 50c	
	"Power-Lastic" Asbestos Fibre Cement " lb. " 10c	
	"Power-Lastic" Liquid " " gal. " 50c	
	Cosmo Laundry Soap " lb. " 14c	
	Cosmo Household Soft Soap " " 25lb. cans 10c	

## Seeds

Taken From Carefully Selected, Scientifically Bred Plants. They Bring Crops! SPECIAL BARGAIN IN GARDEN SEEDS, consisting of one package each of our Improved Butter Lettuce, Dark Red Beet, Monthly Radish, Flat Dutch Cabbage, Silverstein Onion and Our Beauty Tomato. Send 10c for this special bargain.

ALL KINDS OF CLOVER SEED. We have a big supply of Red, Crimson, Dutch White and Sweet Clover Alsike, etc.; also fine Seed Oats, Timothy, Blue Grass and Red Top. Catalogue free on request. Send for it today!

**Jul. Petersen Seed Co.**  
709 Carroll Street, St. Louis, Mo.

## How to Make Oatmeal Bread

Healthful to Eat—Saves the Wheat

1 cup flour  
1/2 cups corn meal  
1 teaspoon salt  
5 teaspoons Dr. Price's Cream Baking Powder  
2 tablespoons sugar

1 cup cooked oatmeal or rolled oats  
2 tablespoons shortening  
1 1/2 cups milk  
No eggs

Sift together flour, corn meal, salt, baking powder and sugar. Add oatmeal, melted shortening and milk. Bake in greased shallow pan in moderate oven 40 to 45 minutes.

This wholesome bread is easily and quickly made with the aid of

## Dr. Price's Cream Baking Powder

If used three times a week in place of white bread by the 22 million families in the United States, it would save more than 900,000 barrels of flour a month.

New Red, White and Blue booklet, "Best War Time Recipes", containing many other recipes for making delicious and wholesome wheat saving foods, mailed free.

DR. PRICE'S CREAM BAKING POWDER, 1013 Independence Boulevard, Chicago

**FOOD WILL WIN THE WAR**