

The  
**S.A.P.A.**  
**POULTRY**

Die  
**S.A.P.V.**  
**PLUIMVEE**

# BULLETIN

Official Organ of the S.A. Poultry Association.    Angtelike Orgaan van die S.A. Pluimveevereniging.

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Postbus }

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Gratis to Members—Gratis aan Lede.

Die President en Sentraalraad van die Suid-Afrikaanse Pluimveevereniging wens alle lede voorspoed in die Nuwejaar.

The President and the Central Board of the South African Poultry Association wish all members prosperity in the New Year.

## Redaksioneel : Editorial

### GELUKWENSE.

Da is ons innigste wens dat al ons leers gelukkende 1938 'n volle mate van plesier, gesondheid en voorspoed sal geniet, en dat die daaglikse stryd om 'n redelike bestaan te maak nie deur enige onthoofte omstandighede verstoer sal word nie.

### 'N UITDAGING VIR DIE NUWEJAAR.

#### Verstoerende Faktore.

Tot 'n groot mate is die resultate van enige onderneming afhangende van die pogings van die individuë afhanklik; om te verseker dat die werk behoorlik gedoen mag word is kennis, werksgewoentheid, bekwaamheid om teorie aan praktyk toe te pas, aanhouvermoë en oplettendheid op kleinighede, nodig. Gedurende die paar gelede dekades het omstandighede so 'n verandering doorgestaan dat die belonings van individuele pogings laag is.

Met min uitsonderings (d.i. alleen waar omstandighede besonder gunstig is) is die pluimveeboer die slagoffer van 'n oerweldigende bemerkinge stelsel waar verkoop pryse met geen verhouding tot produksie koste, vir hom voorgeskryf word. Hierby is die prys wat hy vir voeding moet betaal in teenstelling met die prys wat sy produkte behaal. In die eerste instansie is die Koringboer van 'n prys vir sy koring verseker alhoewel van die ekonomiese faktore aangaande die geskiktheid van sy plaas vir koring produksie, en in die tweede geval vind ons dat om die mielieboer 'n

### GREETINGS.

We sincerely trust that 1938 will bring all our readers and members a full measure of happiness, health, and prosperity, and that the daily task and struggle to make a reasonable living will not be complicated by any extraneous circumstances.

### A CHALLENGE FOR THE NEW YEAR.

#### Disturbing Factors.

To a great extent the results obtained from any venture depend entirely upon the individual; his knowledge, fitness for the work, ability to translate theory into practice, perseverance, and attention to details, so that the job is properly done. Changing conditions in recent decades have tended to threaten the reward for individual effort. With few exceptions (i.e., in cases where circumstances are particularly favourable) the poultry farmer is the victim of an out-of-date marketing system, where sales price is dictated to him without relation to cost of production. In addition to this, the price he pays for foodstuffs is loaded against him, so that one branch of farming may receive a payable price for producing wheat irrespective of the economic factors in regard to suitability of the farm for wheat production; while in another branch, viz., Maize, the internal price to be paid has to be raised, in the majority of cases, to compensate the grower to the extent of 2/- per bag for exporting at a loss. It is true that in theory poultry farmers are entitled to purchase maize free of export quota, but

betalende prys vir sy mielies te versker, moet die hieselandse prys, in meere gevalle, verhoog word om hom, tot 3/- per sak, vir die verlies op uitvoer, te vergoed.

Die is wel waar, dat in teorie Pluinverboere gesegetig is om mielies vry van uitvoer kwota te koop, maar die moelikhede in die werking van die teenwoordige Kwota Wet is so groot dat hierdie voordel deur min geniet is. Mielieboere teen 'n nernaardige onwilligheid aan om op Kwota Vry Sertifikate met pluinverboere besigheid te doen. (Hierdie faktore is die vermaerste oorsake dat, gedurende die afgelope jaar honderde pluinverboere hulre boerdery moes laat vaar het, en wat die bestaan van nog honderde ander bedryg). Ander faktore, van gelyke belangrikheid mag enige tyd verskyn. **Wat staan u daaronter te doen?**

### Die Oplossing.

Besef u dat alleen deur samenwerking kan hierdie moelikhede en gevare bestry word? Probeer u om elke pluinverboere van u ongewing binne die Vereniging te bring? Om enige verbetering van die teenwoordige omstandhede aan te bring u dit nodig om die Vereniging te versterk deur te help dat die ledetal van affiliasies vergroot word en alle ondersteuning te verleen aan die pogings van die Vereniging wat vir u ontfel uitgevoer word.

### 'n Leiding Gegee.

Sonder die hartlike ondersteuning van elke pluinverboere in Suid Afrika, kan u verteenwoordigers op die Sentraalraad, deur hulre pogings om verbeterings aan te bring, maar min uitvoer.

Om daag u dus uit om hierdie jaar u gedeelte van die werk te doen en nie die las alleen aan u ampmaere van Klub of Vereniging oor te laat nie. Dit is maklik om 'n subskripsie te betaal (benutmate om hoop dat Klub Sekretarisse dit so vind) en dan stil te sit en die res aan 'n Komitee oor te laat want deur sulke gedrag sal die gewenste uitslag nooit bereik word nie. Het u aan u onorganiseerde bure die felle voorgele dat hulre die voedele van werk wat deur ander, vir hulre ontfel, op kindse deur ander betaal gedoen word geniet. Om weet dat hulre nie graag op direkte wyse hulre aan aalmsen wil onderwerp nie, maar hulre mask geen beswaar teen die feit dat ander, op indirekte wyse, vir hulre betaal en werk.

'n Klub subskripsie is slegs 5/- tot 10/6d. per jaar en daarvoor geniet hulre die hulp van die Klub, die voedele van administrasie werk deur die Vereniging gedoen deur bemiddelende spreiding en ontwerping van skemas, vrye ontvangs van die „Bulletin“ en ander voorregte. 'n Ghennie son vir die waarde van hierdie dienste nie te veel wens nie.

Laat u pogings vir 1938 vir die versterking van die organisasie van u bedryf wens, sodat u, en u mede pluinverboere nie agter die deur weggestrook is wanneer die belonings vir nywerheid uitgedeel word nie.

Die behoefte is dringend, en so u op hierdie stadium nie slaag nie, dan sal ander, wat beter georganiseer is, neem wat aan u behoort. Moedig uwe lede aan, ondersteun die „Bulletin“ en diegene wat daarin adverteer, en maak u self 'n lewendige lid van u Klub.

Hier is ons uitdaging, kan u dit tegemoet kom?

the difficulties of working the present Quota Act are so great that this advantage has been secured by few. Many farmers have shown a strange reluctance to do business with poultry farmers on Quota Free Certificates.

These are the chief factors which have caused some hundreds of poultry farmers to give up during the past year, and which are to-day imperilling the livelihood of hundreds more. Other factors equally as important may well arise any day. What are you doing about it?

### The Remedy.

Do you realise that your only hope of combating these difficulties and dangers is combined action? Are you striving to bring into this Association every poultry farmer in your vicinity? It is only by strengthening your Association through increased membership of its affiliations, and back up its efforts on your behalf that you will secure any amelioration of the present conditions.

### A Lead Given.

Your representatives on the Central Board may work and plan to secure better conditions for you, but without the backing and wholehearted support of each and every poultry farmer in the Union, their work can accomplish only a small part of what is possible. We, therefore, challenge you to take up your share of the work this year and not leave the burden solely to your officials, whether of Club or Association. It is easy to pay a subscription (at least we hope the Club Treasurers will find this so) and then sit back and leave the rest to a Committee, but such action will never achieve the desired results. Have you pointed out to your unorganised neighbours that they are reaping the benefits of work done for them on funds subscribed by other people? We know they would hate to be objects of charity in a direct form, but they do not object to leaving the other man to pay and work for them in an indirect way. A Club subscriptions varies from 5/- per annum to 10/6. For this you get the assistance of your Club, the work of the Association in administration, mediation and planning, free issue of the Bulletin and other advantages. A guinea would not represent the value of these services.

Let your efforts in 1938 be directed towards strengthening the organisation of your industry, so that you and your fellow poultrymen may not be hidden behind the door when the rewards of industry are being shared out. The need is urgent, and if you fail at this stage others, better organised, will take what belongs to you.

Secure new members, support the actions of the Central Board by individual action, support the Bulletin and those who advertise in it, and make yourself a live member of your Club.

Here is our challenge. Can you meet it?



The Best Firm in Johannesburg to send your Poultry, Eggs and other Produce to

C. M. ELOFF & CO. (Pty.), Ltd.,  
Meyers Market, Newmarket, P.O. Box 718

**POULTRY - PLUIMVEE.**

**LIGHT SUSSEX.** Booking orders for Cockerels, Pullets and Eggs from good winter layers of large eggs. Imported Cuckoo seed 1937, bred by Shale, Hardy & McEwen.—Tropen, Mool River, Natal.

**AFRICA'S Champion Layers.** Dan Jacobs, Electric Poultry Farm, Germiston. Registered Breeder of Australorps and S.A. White Leghorns. New booking orders for 1938 Season.

**G. HERRERT,** Athlone Farm, Bergvlei, Johannesburg. Breeder of Polignus White Leghorns and Light Sussex. Member Brooders' Register.

**WHITE LEGHORNS,** Australorps and White Wyandottes. Member of S.A.P.A. Brooders' Register. Mrs. A. M. Bartlett, Forgan, Boschkop, P.O. Box 7499, Johannesburg. Phone 42-9987.

**FOR SALE:** Old English Game—Heavy Red, Stags, Pullets, Hens, from 10s. 6d. to £1 1s. L. F. Foreyth, Granton, Ilorick Road, Pietermaritzburg.

**DUCKS.** Specialising in these Breeds:—Pekins, Imported Khaki-Campbell's, Blue Ribbon Aythya and Buff Orpingtons. Full particulars Hahn, P.O. Northlands, Johannesburg.

**PURE BRED Rhode Island Red and Australorps** Day-olds at 44 per 100 for March and April delivery. Leghorns from June. All bred from high record and R.O.P. blood. Book early.—J. S. CULLINAN, Central Hatchery, Petrusburg, O.F.S.

**RHODE ISLAND RED** Polignus Cockerels from a recently imported pen of second season hens. Delivery May-June. Excellent type, colour and egg record.—P. H. DURANTY, Kfont, Natal.

**AFRIKA** or Kampioen Indes. Dan Jacobs, Elektriese Pluimveehaan, Germiston. Gevestigde telers van Australorps en S.A. Wit Leghorns. Nieuw boek bestellings vir 1938 Seisoen.

**CLUBS - KLUBS.**

**S.A. LEGHORN CLUB.** Membership, 5/- per annum. Hand-book and advice free. Join now.—L. HERRERT, Hon. Secretary, Box 2008, Capetown.

**MISCELLANEOUS - ALLERLEI.**

**POULTRY CHARCOAL.**—Use our celebrated Hardwood Charcoal, packed in new bags. No waste. Poultry size, 4/9. Chick, 5/3 per full grain bag. Dust for Mashers, 2/6 per 100 lb. Delivered your station.—Apply MILLER & CO., P.O. Fullarton.



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**C. M. HLOFF EN KIE** (Edms.), Bpk.,  
Moremark, Newtown. Phone 7185.

**POULTRY CHARCOAL.** 4/- per 100 lbs, less 10% ton lots. Chick Charcoal, 3/8 per 100 lbs, less 10% ton lots. Dust, 3/- per 100 lbs, less 10% ton lots. Brooder Charcoal, 2/6 per bag or 42 1/2c per ton nett. All L.C.F. Uitvalke C.W.O. or C.O.D.—HOLLEY BROS., Uitvalke, Natal.

**PIPING** for Water, Fencing Columns, Tank Stands, Visions, Gates, Garden Seats. Send for catalogues and prices.—**AFRICAN GATE & FENCE WORKS** (Pty.), Ltd., P.O. Box 744, Johannesburg. Phone 25-2918.

**R.I.R. BREEDING PENS.** 5 Hens and Cockerel, 35/-; Pullets, 8/8. 2nd year Hens, 5/- to take 10 or more.—Hall, Scapwick, Mool River.

**FOR SALE.**—Blue Hen Mammoth Incubator, perfect order and condition; size 4,520 egg; asbestos burning. Used two seasons. Cost 42/8. What offers!—Apply Mrs. LEATHER, Lucia, Natal.

**FOR SALE.**—Egg Grinders, British make; operated by clock-work, also electrically driven. Very low prices.—**GOODWINS**, Box 1928, Capetown.

**WANTED.** Mammoth Incubator. All particulars and price to **THE BIG CIRCLE**, P.O. Box 472, East London.

**"The S.A.P.A. Poultry Bulletin."**

**DISTRIBUTION.**

The S.A.P.A. Poultry Bulletin is distributed gratis to all members of Clubs, Societies, Egg Clubs and individual members affiliated to the South African Poultry Association.

**CORRESPONDENCE.**

All correspondence must be addressed to the Secretary, S.A. Poultry Association, P.O. Box 170, Johannesburg.

**ADVERTISING TARIFF.**

Cost Per Each Insertion.

	12	6	3	1
First of year	42 0 0	21 0 0	14 0 0	12 0 0
Each of year	1 10 0	1 10 0	1 10 0	1 10 0
Third of year	1 10 0	1 10 0	1 10 0	1 10 0
Half of year	1 10 0	1 10 0	1 10 0	1 10 0
Full year	1 10 0	1 10 0	1 10 0	1 10 0

Special "Display"—1 to 12 insertions, 3d. per word per insertion, with a minimum of 20. 13 to 24 insertions, 1 insertion, 3d. per word, with a minimum of 20. For "Display" words will be counted as in telegrams. Write for Special Tariff for Circles.

**CONDITIONS PERTAINING TO ADVERTISEMENTS.**

1. While every care will be taken to ensure accuracy of advertisements, no responsibility can be accepted for losses arising from typographical or other errors.
2. Only accounts approved accounts are payable monthly, otherwise monthly payments must accompany the order.
3. "Display" will be accepted only when cash accompanies order.
4. All advertisements are subject to being edited before acceptance.
5. New advertisements, cancellation of advertisements, or alterations in wording, must reach the Secretary by the 15th of each month preceding the month of issue.
6. All charges to be made payable to "The South African Poultry Association," and must include postage.
7. The name is reserved of refusing any advertisement without accepting any account for doing so.

**"Die S.A.P.V. Pluimvee Bulletin."**

**VERSPREIDING.**

Die S.A.P.V. Pluimvee Bulletin word gratis versorg aan alle lede van Klubs, Verenigings. Lidmaatskap en individuele lede gratis aan die Suid-Afrikaanse Pluimveevereniging.

**KORRESPONDENSIE.**

Alle korrespondensie moet aan die Sekretaris, S.A. Pluimveevereniging, Postbus 170, Johannesburg, gestuur word.

**ADVERTENSIE TARIFF.**

Kostes vir Elke Pluimvee.

	12	6	3	1
Die eerste keer van Maats	42 0 0	21 0 0	14 0 0	12 0 0
Die ander keer Maats	1 10 0	1 10 0	1 10 0	1 10 0
Die derde keer Maats	1 10 0	1 10 0	1 10 0	1 10 0
Die vierde keer Maats	1 10 0	1 10 0	1 10 0	1 10 0
Die vyfde keer Maats	1 10 0	1 10 0	1 10 0	1 10 0
Die sesde keer Maats	1 10 0	1 10 0	1 10 0	1 10 0

"Edele" advertensies—Voorrethelings, 2 tot 12 plasinge, 2d. per woord met 'n minimum van 20. 13 tot 24 plasinge, 1 plasing, 3d. per woord met 'n minimum van 20. Vir "Edele" advertensies sal woorde aan te tel volgens die gewone tarief. Skryf vir spesiale Tarief vir Klubs.

**VOORWAARDE MET BETREKING TOT ADVERTENSIES.**

1. Terwyl alle versigtigheid vir die akkuraatheid van advertensies getoets sal word, kan geen verantwoordelikhed vir enige verlies as 'n gevolg van tipografiese of ander soortse foutte gewaar word.
2. Alleen goedgekeurde rekenings is aanvaarbaar, andersins moet maatskappij betaalings saam met die advertensie word.
3. "Edele" advertensies sal slegs aanvaarbaar word wanneer kassiers die advertensie betaal.
4. Alle advertensies is onderworpe aan wysigings voordat hulle aanvaarbaar word.
5. Nuwe advertensies, versigtigheid van advertensies, of wysigings van woorde, moet die Sekretaris bereik op of voor die 15de van elke maand voor die uitgawe uitgegee word.
6. Alle lede moet betrefsaam gewoone word aan "Die Suid-Afrikaanse Pluimveevereniging" en moet wysigings betaal.
7. Die naam is voorbehou van enige advertensie te weier sonder om enige rede daarvoor te gee.

## Vergadering van die Telers' Register Komitee.

**Notule van Spesiale Vergadering van die Telersregister Komitee gehou in die Kantoer van die Registrateur 405-4 Manlin Haas, Hoek Harrison & Marshall Strate, Johannesburg, op Saterdag 4 Desember, 1937, om 2.30 n.m.**

**TEENWOORDIG:** Mnr. F. E. O'Grady (Voorsitter), H. W. Wingate, E. F. Crouch, Dan Jacobs en die Registrateur.

**VERSKONING:** Verskoning vir afwesigheid is van Mnr. G. Hibbert en W. A. Bartlet ontvang en aangeneem.

**NOTULE:** Die Notule van die vergadering gehou op 4 November, 1937, is as gesien geneem, bekragtig en onderteken.

**Voetsvlees'end uit die Notule.**

**Wederkerige erkenning met ander Lande.**

Die Registrateur het 'n antwoord van die Goewernement aangaande wederkerige erkenning ingedien. Dit is deur die vergadering met belangstelling geneem.

Dit is egter besluit dat soveel informasie moontlik aangaande Telersregister organisasies in Australië, Nieu-Seeland, Kanada, Groot Brittanje en die Verenigde State van Amerika ingesamel word.

**Notule No. 36/1937—Finansies.**

Die Registrateur het die Finansiële Staat vir November, 1937, ingedien. Dit het die volgende aangehoor —

NOVEMBER, 1937.

Bank balans	£132 12 7
Rekening en betalings vir	8 4 4

Dit was aangeneem en goedkeure.

**Notule No. 37/1937—Lidmaatskap Bedankings.**

Die Registrateur het die bedankings van die volgende lede ingedien —

- (1) Mevr. L. M. Leather,
- (2) A. S. Reed.

Hierdie bedankings is met spyt aangeneem.

**Notule No. 38/1937—Instruksies aan Ouditeurs.**

Terwyl die instruksies aan die Ouditeurs onder bespreking was het die Registrateur seker agterstallige rekenings van lede ingedien en elkeen is apart oorweeg en die Registrateur gelas hoe om elk een te behandel.

**Notule No. 39/1937—Herziening van die Reëls en Regulasies.**

Die vergadering het sorgvuldig die Reëls en Regulasies in herziening geneem en die Registrateur is gelas om elke lid met 'n kopie van die herziende Reëls Tesame met 'n Kopie van die Herziende Statute te voorsien.

Dit is verder besluit dat die Beraad van die S.A. Pluimveevereniging versoek word om vir die bekragtiging van die herziende Statute goedkeuring te verleen vir die hou van 'n Spesiale Algemene Vergadering sodra die volgende Konferensie sluit.

**Notule No. 40/1937—Korrespondensie.**

Die Registrateur het van 'n lid 'n versoek ingedien dat die Telersregister behoort die boekie van hanteer wat in 1937 geregistreer is onder oorsese toets mededingers te versprei.

Die Vergadering het besluit dat die Telersregister selfs nie tot die koste van ongeveer £35 vir die distribusie van die boekie aan sowat 1,200 oorsese toets mededingers kon verbind nie, maar die Komitee oorweeg die moontlike advertensie van die Telersregister in oorsese publikasies.

**Notule No. 41/1937—Algemeen.**

**INSIGUR VAN OPGAWES:** Die Registrateur het die vergadering meegedeel dat verskeie lede van die Register nie volledig aan die Reëls en Voorskrifte voldoen nie aangaande die voorsiening van die kantoer met toel informasie, en die vergadering het besluit dat in die toekomst sal die Reëls streng toegedra word, want dit is essensieel vir die betredende werking van die Register dat alle opgawes, op die datum deur die Reëls voorgeskryf, ingestuur word.

Die vergadering het om 6.45 n.m. verdrag.

MARCUS S. LETTY,

Registrateur.

## Hulp en Advies vir Pluimveeboere.

Dit is onder ons aandag gebring dat pluimveeboere, vermaantlik in die Transvaal, nie voldoende gebruik maak van die hulp wat aan boere deur die Departement van Landbou en Bosbou verleen is nie.

Op elke Landboukool en op sekere ander plekke is pluimveebeamptes gestationeer wie se werk hoofsaaklik is om pluimveeboere te besoek en advies te gee in verband met alle sake met betrekking tot pluimvee, soos, klas, nitroek van hoerpeene, om lesings en demonstrasies te gee, ens.

Die dienste van dié beamptes is vry en die enigste verpligting aan die kant van die persoon wat van hierdie dienste gebruik maak is om reëlings te tref vir die vervoer van die beampte na die naaste stasie, indien nodig.

Pluimveeboere—maak gebruik van hierdie dienste en om ge hieronder die adresse aan wie u aansoek vir u area moet doen—

- Die Prinsipaal, Landboukool, Glen, O. V. S.
- Die Prinsipaal, Landboukool, Pritchardstruim, Tvl.
- Die Prinsipaal, Landboukool, Cedara, Natal.
- Die Prinsipaal, Grootfontein Landboukool, Middelburg, K. P.
- Die Prinsipaal, Elsenburg Landboukool, Maldevlei, K. P.
- Die Pluimveebeampte, Mr. T. B. Cross, Posbus 1431, Durban.
- Die Pluimveebeampte, Mr. E. F. Lombard, Posbus 472, Oos-Londen.
- Die Pluimveebeampte, Mr. P. E. F. Joost, Posbus 838, Port Elizabeth.



## Meeting of the Breeders' Register Committee.

Minutes of Special Meeting of the Breeders' Register Committee, held in the Registrar's Office, 401-4, Manlin House, Co. Harrison and Marshall Streets, Johannesburg, on Saturday, the 4th December, 1937, at 2.30 p.m.

**PRESENT.**—Messrs. F. E. O'Grady (Chairman), H. W. Wingate, E. F. Crouch, Dan Jacobs, and the Registrar.

**APOLOGUES.**—Apologies for inability to attend were received from Messrs. G. Hibbert and W. A. Bartlett, and were accepted.

**MINUTES.**—The Minutes of the meeting held on the 4th of November, 1937, were taken as read, confirmed and signed.

### Arising out of the Minutes.

#### Reciprocal Acknowledgments with Overseas Countries.

The Registrar tabled a reply from the Government relative to reciprocities, which was noted by the meeting with interest.

It was agreed, however, that as much information as possible regarding Breeders' Register Organisations in Australia, New Zealand, Canada, Great Britain and the U.S.A. be obtained.

#### Minute No. 16/1937—Finance.

The Registrar tabled the Financial Statement for November, 1937. This revealed:—

#### NOVEMBER, 1937.

Balance at Bank ... ..	£132 12 7
Accounts and Payments for ...	6 4 4

These were certified and approved.

#### Minute No. 17/1937—Membership Resignations.

The Registrar tabled resignations from:

1. Mrs. L. M. Leather.
2. A. S. Reed.

and these were accepted with regret.

#### Minute No. 18/1937—Instructions to Auditors.

While on the question of instructions to Auditors, the Registrar tabled certain outstanding accounts, and on each being treated separately was directed as to the action to be taken.

#### Minute No. 19/1937—Revision of the Rules and Regulations.

The meeting carefully revised the Rules and Regulations, and the Registrar was directed to submit a copy of these revised Rules, together with a copy of the revised Constitution, to all members of the Register.

It was further agreed that the Central Board of the S.A. Poultry Association be requested to permit of the holding of a Special General Meeting at the rising of next Conference to approve of the revised Constitution.

#### Minute No. 40/1937—Correspondence.

The Registrar tabled a request from a member that the Breeders' Register should distribute the booklet of Hens registered in 1937 to all Overseas Test Competitors. The meeting agreed that the Breeders' Register could not commit itself to the expense of approximately £35 to distribute the booklet to the 1,200 odd overseas Test Competitors, but the Committee contemplate taking steps to advertise the Breeders' Register in overseas publications.

#### Minute No. 41/1937—General.

**SCRUTINING OF RETURNS.**—The Registrar informed the meeting that several members of the Register had not fully complied with the Rules and Regulations relative to supplying the office with brooding information, and the meeting agreed that in future the Rules will be strictly enforced, as it is essential for the satisfactory working of the Register that all returns be submitted on the dates prescribed by the Regulations.

The meeting terminated at 6.45 p.m.

MARCUS S. LETTY,

Registrar.

### HENRY WATTS WINGATE.

It is with sincere regret that we learn of the sudden death at Pieterberg Bay while on holiday, of Mr. H. W. Wingate of Pretoria.

Mr. Wingate has been a prominent member of the Breeders' Register Committee for several years and his services will be greatly missed.

We are sure that all members will join in our expressions of sympathy and condolence with Mrs. Wingate and family.

## H. LYNCH. POULTRY FOODS

GRAIN & PRODUCE MERCHANT.

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# Management of Maturing Stock

By "PEN."



## THE PULLETS.

Future layers must have been kept growing uniformly by correct housing, feeding and management, and we now come to the stage where the combs are reddening up, an indication that the laying period is about to commence.

Pullets correctly reared should come into production about six months after hatching for Light Breeds and 7 months for Heavy Breeds.

There should be no delay in the transferring of the pullets to their permanent quarters, because if once production has started then any interference will seriously affect the egg yield and there is also the danger of the birds going into a partial moult if the weather is at all warm for the season.

Do your summer culling early and have the quarters ready for your maturing stock so that they may be transferred at least a month before production starts.

Successful poultrymen make a point of doing their strictest culling at the time the birds are transferred to their permanent quarters. Where all pullets raised are kept there are many "boarders" being carried unnecessarily on the farm for a full laying season.

Only strong vigorous birds should be kept for layers and all woody, sick, crippled and low vitality ones discarded. This selection must be done without any reference to the breeding of any individual bird. The failure of many poultrymen to make a mark for themselves in South Africa may be ascribed to the fact that during selection they are more concerned with a bird's breeding than with its actual physical qualities. Forget all about trapnest records when selecting your birds for the laying quarters.

Pullets about to lay should be cleared of all external parasites and to accomplish this the poultry farmer will find many good insecticides for treating birds on the market today. It is not sufficient that the birds alone be cleaned, but all equipment and housing must be in a sanitary condition. Pullets should be in the pink of condition and provided the feeding was correct during the development period then the birds should be well fleshed, even verging on the fat side.

## THE COCKERELS.

Unless it is found to be profitable to raise cockerels for table purposes, they should be killed off or otherwise disposed of as soon as their sex is recognised, except those that by their physique and breeding are likely to be kept for future use.

Cockerels should never be reared with Pullets. Separation ensures better growth of both.

When the cockerels reach maturity, selection far more rigid than that applied to the pullets should be adopted. Only ones showing exceptionally good vigour, type and breed characteristics should be kept. Select only those that are worth keeping.

As with the pullets, pedigrees must be forgotten when the selection of cockerels is made and only after the cream of the males is in one pen and well locked after, to note further development should consideration be given to their breeding records.

## FEEDING OF MATURE STOCK.

Egg production is a great strain on the body and correct feeding is necessary for both maintenance and production. The raw material to be converted by the birds into eggs must be composed of balanced constituents.

There are innumerable correct rations and the writer gives the following, which are recommended by the different Government Schools of Agriculture for their respective areas.

### TRANSVAAL.

#### Ration for Laying and Breeding Stock.

##### Scratch Grain.

A. Crushed Yellow Mealies or Screened and sifted.	
B. Crushed Yellow Mealies	50 lbs.
Wheat	50 lbs.
or	
C. Crushed Yellow Mealies	60 lbs.
Wheat	30 lbs.
Pinhead Oats or Kaffircorn	20 lbs.

##### Dry Mash.

A. Yellow mealie meal or Kaffircorn meal	200 lbs.
Wheat Bran	200 lbs.
Pollard	200 lbs.
Meat and Bone meal	120 lbs.
Oyster shell powder	20 lbs.
or	
B. Yellow mealie meal	200 lbs.
Ground Oats or barley	200 lbs.
Wheat Bran	200 lbs.
Pollard	200 lbs.
Meat and Bone meal	180 lbs.
Oyster shell powder	20 lbs.

One quarter per cent. of salt may be added to all mash mixtures. Bone meal is not included as the commercial product meat and bone meal contains a large percentage bone. Fish meal may be used instead of meat and bone meal or in conjunction with it.

Reduce the meat and bone meal to 100 lbs. and 140 lbs. respectively for breeding purposes and feed large quantities of green feed. When green feed is not available, include 5 to 8 per cent. of good quality

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accrue in above rations. Young tender greens contain valuable proteins and mineral salts. It reduces the feed cost and keeps the birds healthy.

The dry mash should be kept in an open hopper and available at all times. The ration may also be fed as a wet mash. The grain should be given at night before the birds go to roost. At the rate of about 2 ozs. mash and 2 ozs. grain per day, but it must be remembered that it is always better to feed according to the appetites of the birds than by measure. The previous scratch feed should be cleaned up before additional grain is fed. Clean water, grit and shell (oyster shell to be used in preference to shell grit) should be available at all times.

If milk is available, feed 4 gallons daily per 100 hens and omit three quarters of the meat and bonemeal.

#### ORANGE FREE STATE.

##### Hens' Mixture.

Yellow Mealie Meal or Kaffircorn Meal	200 lbs.
Bran	200 lbs.
Pollard	300 lbs.
Meat and Bone Meal	120 lbs.
Lime Stone Flour	25 lbs.

One half to one per cent. of salt may be added to all mash mixtures.

Wheat may be used, in the proportion of 2 mealies to 1 wheat, as a scratch grain when it is grown or when low prices prevail. Reduce the meat meal to 100 lbs. instead of 120 lbs. for breeding purposes. When green feed is not available, include 5 to 8 per cent. of Lucerne Meal in the above ration.

If milk is available, feed 4 gallons daily per 100 hens and omit 50 lbs. of the meat and bone meal.

The dry mash should be kept in an open hopper and available at all times. The grain should be given at night before the birds go to roost, at the rate of about 9 lbs. to every 100 hens. However, it is better to feed according to the birds' appetites than by measure. The previous scratch feed should be cleaned up before additional grain is fed. Clean water, grit and shell (oyster shell to be used in preference to shell grit) should be available at all times.

#### NATAL.

##### Laying Rations.

(a) **Method.** A dry mash is fed in an open hopper all day. At midday fresh green food is fed. Mill grit is kept before the birds in a hopper. Approximately 2 ozs. of yellow mealies (6's) are fed in the afternoon. The actual amount of grain to feed will be determined by the fatness or otherwise of the birds, feeding them less if they tend to put on fat. Very thin hens should receive a little more grain.

##### (b) Mash Formulae.

###### A. Mash for use without Milk.

Wheat Bran	100 lbs.
Wheat Pollard	150 lbs.
Yellow Mealie Meal	180 lbs.
Meatmeal (85 per cent.)	100 lbs.
Oyster shell powder or limestone flour	10 lbs.
Salt	5 lbs.

Fresh water supplied daily.

###### B. Mash for use with Milk.

Yellow mealie meal	200 lbs.
Wheat Bran	100 lbs.
Meatmeal (85 per cent.)	30 lbs.
Oyster shell powder or Limestone flour	10 lbs.
Salt	5 lbs.

With this ration, 100 hens will consume  $3\frac{1}{2}$ –4 gallons of milk daily, depending on the season. In winter, consumption is usually  $3\frac{1}{2}$ –4 gallons and in summer 5–6 gallons. On very hot days supply water after 12 midday.

When the milk supply drops temporarily below  $3\frac{1}{2}$  gallons, add 20 lbs. of mealie to the above quantity of mash for every gallon by which milk drops, so that if only  $1\frac{1}{2}$  gallons of milk is available, total mealie in mash would be  $30 + 40$  lbs. = 70 lbs. However, if it is evident that milk will be lacking for some time, i.e., 3–4 months, gradually change over to the mash recommended for use without milk.

#### CAPE MIDLANDS AND EASTERN PROVINCE.

##### Laying and Breeding Hens.

Bran	300 lbs.
Pollard	200 lbs.
Mealie Meal	200 lbs.
Meat and bone meal	100 lbs.
Limestone flour	20 lbs.

This in dry mash form in self-feeding hoppers, with equal quantity of yellow mealie as grain in the afternoon.

#### WESTERN PROVINCE.

##### A Suitable Ration.

The following amounts of feed would give a palatable ration of loose consistency and of comparatively low cost:—

**Mash:** 450 lb. pollard, 200 lb. wheaten bran, 100 lb. mealie meal, 100 lb. Sunsex ground oats, and 150 lb. whole meat meal.

**Grain:** Cracked yellow mealies to be fed in an amount equal to the amount of mash eaten per day.

##### Times of Feeding.

Breeders usually have their own ideas on the day's feeding routine, but as a guide the outline of the system in operation at the Elsenburg College may be given:—

**Between 5.30 a.m. and 7 a.m.** An ounce of wet mash, which includes greens, is fed to the laying flock. All water is changed (actual time depends on the season of the year).

**8.30 a.m.** About  $\frac{1}{2}$  ounce of grain is thrown into the liner on very cold or wet days.

**12 noon.** Cut-up green food is fed in the wet-mash troughs; also some milk is added to the special receptacles, any surplus from the previous day not being thrown out, except once weekly.

(Continued on page 10.)

## How I Produce Test Winners.

A few questions on the production of Egg Laying Test Winners were put to certain Breeders, and their replies should prove not only interesting but useful to many poultrymen.

Mr. Dan Jacobs, of Germiston, replies:—

### Question No. 1.

How did you select your foundation stock?

#### Answer:

I bought a pen of White Leghorns on the open market at 4/6 each. From this pen I kept only one hen. She was a late moult and laid 24 eggs during May of her second year. That hen was the original bird from which I bred up my strain. After that start, which was many years ago, I made a point of using only the very best males that money could buy.

### Question No. 2:

What points do you consider the most important in the selection of Breeding Birds?

#### Answer:

- Constitution. A hen that loses weight at the end of her first laying season is never used as a breeder.
- Production Record, including quality and weight of eggs.
- True to Breed Standard.
- Conformation. Strong, broad skull; large prominent eyes; fairly long and broad back; strong legs set fairly well apart.

### Question No. 3:

How do you rear your Pullets?

#### Answer:

Semi-intensive in units of about 100 each. Feed. In the early morning some sprouted oats, and from then onwards dry mash until 2 or 3 p.m. The birds about an hour before sundown are given as much grain as they will consume. This is fed in litter to ensure exercise.

No medicine is given, except for occasional doses of Epsom Salts when the weather is very hot and dry.

### Question No. 4:

In the selection of test pullets, which do you consider of most importance—Breeding record or Handling Qualities?

#### Answer:

The first consideration is their general appearance combined with breeding. If a pullet is not bred from parents with a high record of large eggs it is seldom that she will produce such, no matter what her appearance may be.

### Question No. 5:

How do you prepare your birds for the Test?

#### Answer:

About a month or six weeks before the commencement of the Test the birds are selected and put into units of from 10 to 15 birds each, where they are often visited and handled to ensure of their becoming tame. No special feed or treatment is given, because by treating a bird other than normal there is the likelihood that she will give an extra production on the Test, which will then not be a true record of her natural ability, and one then has a wrong impression of her value as a breeder.

### Question No. 6:

What other general remarks do you consider of importance in the production of Test winners?

#### Answer:

Test winners can only be produced from first grade parents. The male, particularly, should be an outstanding bird, a son of a high producer of large eggs. He must display character, be full of vitality and as near as possible to the breed standard. In other words, one cannot do better than use an R.O.P. Stud Male.

Test winners are of little value if they cannot produce Test winners. It is not every high producer that begets high producers. The remarks just made prove the value of the Breeders' Register Test at Glen, because it is a means of proving what the progeny of high producers actually can do.

The object of a breeder must not be to win a Test, but to have Test Winners produce Test Winners, and so establish high production in his flock so that his birds may give good results in practically anyone's hands.

In closing it must be stated that to become a breeder of note requires many years of hard and exacting work as well as a natural disposition for poultry breeding.

(The answers of another breeder will appear in next month's issue.)

## Management of Maturing Stock.

(Continued from page 9.)

**2 p.m.** All water-tins are emptied and refilled with fresh water; this is done throughout the year, although it is especially necessary in summer.

**Between 4.30 and 5.30 p.m.** The bulk grain feed is thrown into the scratching litter.

**All day.** The dry-mash hoppers are open, also the hopper containing grit, lime and charcoal.

### GENERAL REMARKS.

For profitable results birds should be kept healthy and clean. Health is maintained by correct feeding, housing and management. The birds must be made to take sufficient exercise which can be provided by feeding their grain in deep litter. Drinking water must be at all times clean and cool. The housing must be such that the birds are comfortable and not subjected to overheating or chilling.

The surroundings must be always clean and sanitary and the birds kept healthy and vigorous by careful attention allied with correct management.

## Die ek Toets Wenners Produseer.

*Eenige vrae oor die produksie van Eierdierstyd wenners is aan sekere telers gestel, en hulle antwoorde behoort van wat sowel as interessant vir baie pluinvee liefhebbers te wees.*

**Mrs. Dan Jacobs van Germiston antwoord :—**

**Vraag No. 1 :**

Hoe het u u oorspronklike teelhoenders uitgesoek?

**Antwoord :**

Ek het op die Opemark 'n heik Wit Leghorns teen 4/6 stuk gekoop. Van hierdie heik het ek slegs een hein oorgehou. Sy was 'n laat verwerker en het in Mei maand van haar tweede jaar 24 eiers geleë. Daardie hein is die oorspronklike hein waaruit my teenwoordige trop geteel is. Vanaf daardie begin, baie jare gelede, het ek alleen die beste hane wat geld kon koop gebruik.

**Vraag No. 2 :**

Watter punte word deur u in die situasie van teelhoenders as die vernaaamste beskou?

**Antwoord :**

- Konstitusie: 'n Hen wat by die einde van haar eerste 10-jaar gewig verloor word nadat van geteel is.
- Produksie rekord, ingesluit kwaliteit en gewig van eiers.
- Suiver volgens Ras Standaard.
- Kondormasie—Sterk breë skedel, groot promitte oë, tamelik lang en lase rug, sterk bene tamelik wyd van mekaar.

**Vraag No. 3 :**

Hoe maak u jonghennetjies groot?

**Antwoord :**

Semi-intensief in troppe van omstreeks 100 eik. Voeding. In die oggend uitgeslopte hawer en van dan af drie melkos tot 2—3 uur n.m. Die hennetjies kry dan 'n uur voor sonder soveel graan as wat hulle kan eet. Om oefening te verseker word die graan in stroo gevoer. Geen medisyne word gegee nie behalwe Engelse Sout alleen wanneer dit baie warm en droog is.

**Vraag No. 4 :**

Met die situasie van Toets-hennetjies wat beskou u as die vernaaamste—Eierrekords of voorkoms?

**Antwoord :**

Die eerste wat in aanmerking geneem moet word is voorkoms tesame met teling. As 'n jonghennetje nie van ouers met rekords van groot en baie eiers geteel is nie, is dit selde dat sy soortgelyke opbrings kan lewer, al is haar voorkoms ook hoe goed.

**Vraag No. 5 :**

Hoe leri u u jonghennetjies vir die Toets?

**Antwoord :**

'n Maand of sesweke voor die toets begin word hulle uitgesoek en apart in troppe van 10 tot 15 eik gehou waar hulle dikwels besoek en hanter word om hulle mak te maak. Geen spesiale voeding of behandeling word gegee nie, want om 'n veël anders as normaal te behandel bestaan daar die neiging dat sy ekstra produksie op die toets sal ophou, en dit sal dan nie 'n suiwer rekord van haar natuurlike vermoë wees nie, en 'n verkeerde indruk van haar waarde as 'n teelhen sal die resultaat wees.

**Vraag No. 6 :**

Watter ander algemene aanmerkings beskou u as belangrik in die produksie van Toets wenners?

**Antwoord :**

Toets wenners kan alleen van eerste klas ouers geteel word. Die Haan, vernameelik, behoort 'n uitstaande veël te wees, 'n seun van 'n heik produksie groot eier hen. Hy behoort karakter te toon, vol moed en lewendig, en so na as moontlik aan sy ras standaard te voldoen. In ander woorde, 'n mens kan nie beter doen as om 'n R.V.P. Stoethaan te gebruik nie.

Toets wenners is van min waarde as hulle nie op hulle heur toets wenners kan teel nie. Dit is nie elke heik produksie hen wie se dogters ook heik produseerders is nie, en daarom is die Teelregister Toets op Glen van soveel waarde want dit wys wat die nageslag van heik produksie en geregistreerde hoenders werklik kan doen.

Die doel van 'n teler behoort dus nie net om 'n toets te wen nie, maar om van toets wenners toets wenners te teel en heik produksie in sy trop so te vestig dat sy hoenders in byna enigeen se hande goeie resultate kan gee.

Met afsluiting moet dit gesê word dat dit baie jare van harde en veelebetende werk neem, sowel as 'n aanslag daarvoor, om 'n verdienstelike teler te word.

(In volgende maand se uitgawe sal die antwoorde van 'n ander teler verskyn.)

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## What to expect from the Marketing Act

By G. HIBBERT (President S.A.P.A.)



### No Utopian State.

Many farmers would appear to consider the Marketing Act as the key to a Utopian State when everything produced will bring in a nice assured income. It is not generally realised that the Act will impose restrictions upon the farmer, as well as upon channels of sale and the consumer. It should be pointed out that the inefficient producer is going to be more surely forced out of production under the Marketing Act than under present conditions. Where price fixation is sought, control of production must follow sooner or later, and prices must be based on a reasonable standard of efficiency in production. Without control production could soar to heights beyond consuming capacity, and if prices are high enough inefficiently will be attracted to produce.

Over-production must be avoided and consumption must be stimulated so that the price to consumers must be such that the flow of produce offered for sale is moved freely and expeditiously. Up to the present that price has had no definite relation to cost of production.

### Its Greatest Achievement.

The Marketing Act's greatest achievement will be the fact that it enables the cost of production to govern the selling price. Wages have always followed prices in the past, but prices have not reflected true conditions in the production of the primary articles of foodstuffs. We shall now see an attempt made to correct the position and enable wages to be based on figures ensuring a fair return to the primary producer.

### Changing Methods.

The opening is also given of ensuring efficient marketing with the least possible cost. This does not mean the total elimination of the middleman, as is so mistakenly talked of by many farmers. The middleman is necessary in the handling of large quantities of perishable and other commodities. If he is eliminated it is necessary to set up an organisation to take his place, and one which will not, at the beginning, be able to do the job as efficiently and cheaply as existing channels. Where the middleman's or salesman's position is held by a Co-operative or Producers' organisation so much the better, but the fact remains that someone is being paid to do the selling for the producer.

### Opportunities.

It is in the opportunity of eliminating redundant channels of sales and thus reducing overhead charges, in preventing cut-throat competition, and in providing a scheme of planned production, storage and stabilised sales to ensure maximum consumption over the whole year, that we must look for improvement of marketing methods. One of the greatest deterrents to maximum sales is too great a variation in selling prices. This

occurs where production is seasonal as with eggs, resulting in a low price at peak production and too high a price when production falls off. Consumers are forced to reduce quantities purchased as prices rise, and in many cases they turn to other articles of food at a lower rate. When prices again fall buyers are often slow to realise the fact that eggs are once more within their reach and to resume purchasing. Planned storage of eggs equal to export quality would ensure a levelling of prices, an increased consumption over the year, and a better price during the period of maximum production.

### Compulsory Grading.

Determination of grades and compulsion to sell under grades and standards, must be to the good of producer and consumer. Misrepresentation has been, and still is, the bane of the better class retailer and wholesaler. When every egg sold by a retailer must comply with set standards it will be impossible, except under risk of a heavy fine, to sell cold stored eggs as "day-old," or "traders" eggs as "guaranteed new laid." This will mean that an article will fetch a price commensurate with its quality, that the consumer can buy knowing he or she is getting value for money, and a guaranteed article, and the producer, knowing the price of a standard grade, can see that he, in turn, is being paid according to the quality turned out.

### Price Fixation.

Fixation of prices to producers, under control, would ensure the producer being paid according to the quality of article he sends in, thus remedying one of the greatest evils of present-day marketing methods, where a Co-operative Egg Circle does not exist. Determination of retail prices will ensure the consumer getting the produce with the minimum addition of distributing costs, providing channels of sale are chosen judiciously, and overhead charges as reflected in costs of administration of Boards are balanced by more efficient marketing and reduction of redundant handling charges.

### Dangers.

The Marketing Act will not benefit Producers in the slightest if any attempt is made to exploit the consumer or to bolster up the inefficient farmer. Inefficiency in administration will mean that levies and charges will be so heavy that either the producer will reap no direct benefit, or the consumer will be asked to pay too dearly and produce will not be moved expeditiously.

Producers will have a great responsibility thrown upon them in that they will have to realise that their representatives on a Board will have to take a long view of market conditions, and will have to determine courses of action which may not bring in immediate returns, but will ensure better average returns over a period.



**Weighty Considerations.**

Producers must also consider whether the loss of individual marketing will not be to the ultimate good, balancing better control of supplies, guaranteed prices, sales under grades with the grading and testing being done for them, thus giving more time to spare on the care of livestock, against an increased price gained by individual sales at extra cost of grading and testing, plus the time spent in deliveries. Some little sacrifices must be faced for the good of the industry as a whole, and farmers must look at the problem from that viewpoint and think of ultimate benefits and stabilisation. It is well for them to realise the dangers and risks as well as probable benefits, so that the difficulties of the controlling bodies will be appreciated.

**Summing Up.**

Probably the greatest results the Marketing Act will have, will be:—

- Concentrating public attention on the fact that if the farmer is to receive a fair return for his labour, purchasing power of the buying population must be based on productive power and costs.
- Elimination of inefficient and redundant channels of sales and distribution.
- Sales under compulsory determined grades and standards, thus eliminating misrepresentation and fraud.

- Fixation of prices, ensuring fairness to producer, consumer and intervening channels of sale.
- Elimination of the inefficient farmer and of uneconomic farming in areas not suited to a particular branch of the industry.

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## Kleur en Verwerking van Vere

Deur Mej. H. J. A. OLIVIER,

Huishoudkundige Dept. van Landbou en Bosbou.

Die vlek- en skietvrees van hoenders, game en reude kan maklik verwerk word in mooi hoedversterkers deur die vere vers vir 1 tot 2 uur te werk in koue water wat ammoniak en 'n bietjie seep bevat. Twee vetlepels ammoniak moet vir elke gallon water gebruik word. Dit sal alle vetterigheid verwyder sodat die kleurstof beter kan deurdring. Speel versigtig af deur die vere deur verskeie bakke skoon waters te trek, en verwyder alle donasies wat aan die vere is.

Die vere word gekleur met spesiale oorkleurstowwe (die name van kleurstowwe en adrese waar dit verkrygbaar is kan by die Huishoudkundige kassies verkry word). Hierdie kleurstowwe is baie gekonsentreerd en net 'n klein hoeveelheid (3 tot 5 persent op die gewig van droë vere) word gebruik. 'n Mespunt vol kleurstof sal 10 tot 12 vere diep kleur.

Meng die kleurstofpoeser met 'n bietjie koue water en los dit dan in kookwater op. Voeg 2 tot 3 persent oksaaluur op die gewig van die vere by, en sorg dat daar genoeg vloeistof is om die vere te bedek.

'n Pastel-skotteltjie is handig om die vere in te kleur omdat dit lank is en nie soveel vloeistof vereis as 'n reude kastrol nie. Sit die nat vere in die kleurmengsel en verhit tot byna kookpunt. As dit kook, is die vere gereed om te split. Hou dit op die temperatuur vir 15 tot 20 minute, voeg dan nog 2 tot 3

persent oksaaluur by (twee of drie kristalle) en laat die vere in die vloeistof afkoel.

Speel versigtig af totdat die kleurstof nie meer afgevee kan en plaas op 'n handdoek om droog te word. Terwyl dit droog, moet dit af en toe gevryf word om die vorm te verbeter. As die vere droog is word dit netjies in satoen gevee.

As mens een veer in verskillende skakerings wil kleur dan word dit gedoen deur Batik-kleurstof met brandspiritus te meng, en die kleur op die veer te boersel. 'n Gekleurde veer kan ook verbeter word deur met eenmaalverf klein stippeltjies daarpas te maak of deur 'n randjie daaraan te sit. Versiate, gekleurde vere is ook 'n nuwigheid.

Tarntaalvere kan gekleur of ongekleur gebruik word. As dit rooi of oranje gekleur word, gee dit 'n interessante effek, die van 'n brainerige swart veer met rooi of oranje stippeltjies.

Een of twee groot vere word op 'n boerd gebruik en gewoonlik word dit netjies afgewerk met 'n paar klein boerd veertjies. Tarntaalveertjies word dikwels vir die doel gebruik.

Daar is 'n groot verskeidenheid van maniere om die gekleurde vere te gebruik. Met 'n bietjie kunstgevoel en oorspronklikheid kan 'n mens baie nuwe idees ontwerp en uitvoer.



# Efficient Marketing

By "PRODUCER."



## WHAT IS IT?

Efficient marketing means securing the highest possible price for the article offered for sale. When the class of produce on sale is plentiful it naturally follows that the buyers, having plenty to choose from, will neither pay as high a price as when there is a scarcity, nor will they take anything but the best quality article. The keynote to-day to efficient marketing is the production of a high class article, suitably packed and then despatched to market so that this destination is reached with the quality of the article little, if any, impaired. Appearance also counts in influencing a buyer in his or her choice, therefore cleanliness and attention to packing, so that the best possible display is made, must be the next point for attention. Eggs should be clean, packed in clean fillers, and should be graded to size. Poultry should be graded to size and packed in a good crate with ample provision for food and water. It is no advertisement to any farmer to have his produce sent to market in containers or crates which are in anything but first-class condition. A standardised size of egg box, strongly made, soon pays for itself by eggs reaching their destination with few breakages. Where dressed poultry is sold it should be properly plucked and cleaned, well trussed or tied up to make the most of its appearance, the head and neck neatly wrapped in a piece of grease proof paper, if the head is left on, and then the birds packed in a layer of grease proof paper.

## HOW TO DO IT.

To secure quality eggs, see that birds have ample food of high quality and a plentiful supply of clean drinking water. Nests must be in a shady spot and kept clean and well littered; this means less evaporation from the eggs, less risk of breakages and clearer eggs. Where eggs are soiled they should be wiped with a clean rag, just moistened with water from a well or borehole. Water which may have been contaminated in any way should not be used unless boiled first. Make your collections as often as possible and at least three times a day in hot weather, taking care not to stand baskets or tins in the sun. Next take the eggs to a cool room and spread out so that they may cool quickly. Do not pack eggs which are even slightly warm. Send eggs to market as often as possible, and while storing, keep boxes in a cool, moist atmosphere but with ample ventilation. Remember that eggs are easily tainted, so do not keep in a room where taints of fish, oil, paint or even onions or such like vegetables may be acquired. Convey boxes of eggs to the station under cover and do not allow them to be exposed to the sun's rays. A tarpaulin or sail immediately on top of an egg box in the sun is not of much use; it quickly gets hot, and so does the top layer or two of eggs. Storage in an ill-ventilated iron shed is fatal to quality,

and riddage in an iron truck has the same effect in hot weather. Whenever possible rail by an evening train and by the quickest possible method of transport, i.e., passenger or perishable goods train. Careless handling and much jolting will cause rapid deterioration and breakdown of the thick albumen, while eggs packed small end up are more liable to this breakdown.

## METHODS.

Channels of sale must be either direct to a consumer, a wholesaler, to an agent, or to the Municipal Market. Egg Circles are included in the Agency method of sales, but naturally as suppliers are members and participate in profits, the co-operative selling basis should be the most appealing and profitable. Sales to consumers must bring the highest price, but it is not easy to work up a direct trade which will take the whole supply from a farm. Sales must be based on maximum orders when production is at a minimum, i.e., on production during the winter months. This means a large surplus to dispose of from August to December, and these are usually dumped on the market or upon an agent to sell at whatever price may be obtainable. The time taken in making up numerous small consignments and in delivery, bad debts, extra containers, and depreciation, must all be calculated in estimating true returns, and there is no gainsaying the fact that the greater amount of time you can spend on the birds the better results will accrue. Prices paid by wholesalers are based on market prices, but much depends upon whether eggs are tested for quality, blood spots, air space, etc., and graded, as to what returns can be made. If the wholesaler does these services, then prices must be correspondingly reduced. Marketing through a wholesaler will mean that a greater flow of eggs can be dealt with, as there is a greater spread over consuming channels for any increased Spring production in that consumption is increased by a correspondingly larger number of buyers than is the case between a single individual and a few buyers.

The price a wholesaler can pay is governed by various factors, e.g., supply and demand, price at which contracts have been secured, quality of product, export prices, prospects of storing eggs, weather and competition. It is obvious that if supplies are too plentiful for the buying public to consume, the surplus must be either exported, stored or degraded and sold to confectioners, bakers, etc. This means that prices paid to producers must be reduced to balance the costs of storage, loss on sales or the price received for export. If competition for contracts is so keen that quotations have been very low, then the wholesaler naturally tries to depress prices to producers over as long a period as possible to secure the best possible profit on his contract. It must be emphasised that in the past this

ruinous cutting of prices has done more than anything else to force producers out of business. In selling through an agent or on a municipal market, unless a system of sales in small quantities under conditions which attract the housewife and small buyers is in force, the producer is practically using another channel, with an added cost, to sell to wholesalers. There are, of course, exceptions, but the biggest wholesale firms are the biggest buyers on the markets and in the trade, so price to producers is generally that paid by the wholesaler less the agent's commission, as matters stand to-day. In no case does the producer get the full benefit of quality production, nor a price based on production costs, but simply an arbitrary figure dictated by the few firms controlling the main selling channels and who are out for the highest possible profit.

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## 101 Wenke vir die Pluimveeboer.

Dear

J. D. W. A. COLES,  
Ondersockbesoer, Onderstepoort.

## Moenie van hoenders teel wat—

- (1) in die jonghen-lêrsiers nie in valreie getoets was nie;
- (2) onder normale grootte is nie;
- (3) jonger as agtien maande is nie;
- (4) nie die vereiste rasieskappe besit nie;
- (5) 'n groot persentasie klein eiers lê nie, d.w.s. onder twee onse;
- (6) nie fris en lewendig is nie;
- (7) baie gely het aan aarsuitsakking;
- (8) nie volkome gesonde of het nie;
- (9) te enige tyd hangvlerk, beswaktheid of kroniek vertron het.

## Ondoo—

- (10) om geen hoenders of eiers te koop van telers wie se truppe besmet is met basillêre wit buikloop en neuro-lymfomatose;
- (11) om nie intelling toe te pas nie, teny n altes weel van tring;
- (12) dat vrugbare eiers met sekerheid verwag kan word eers tien dae nadat die haan in die bok geit is.
- (13) dat een haan gewoonlik by nie meer as tien hentre geit moet word nie;
- (14) dat eiers, wat in die broei geit word nie oer as 6 dae moet wees nie;
- (15) dat die geskikte broeitijd van middel van Mei tot die end van Augustus is;
- (16) om net eiers van normale grootte, vorm en tekstuur in die broei te sit;
- (17) dat formaldehyd (formalin) 'n uitstekende ontamingsmiddel vir die broemasjien is;
- (18) dat vir 200 lêbente, 'n broemasjien vir 200 eiers nodig is en 'n masjien vir 500 eiers vir 'n trop van 800 hoenders, ens.;
- (19) dat die temperatuur van die broemasjien 101° F. moet wees, met die bol van die termometer tussen maar toe tussen die eiers nie; as die bol 'n eurtjie bo die eiers is, moet die temperatuur van 102½ tot 103° F. wees;

- (20) om waterbakke in die broemasjien altes vol te hou;
- (21) dat eiers gereeld gedurende uitbroeiing omgedraai, en op die 7de en 14de dag met 'n lig getoets moet word. As die embleis dood is, moet die eier vernietig word en nie aan die ander kuikens gevoer word nie.
- (22) dat kuikens gewoonlik nie gevoer word nie voordat hulle van 24-28 uur oud is;
- (23) om kuikens net warm genoeg te hou, sodat hulle nie tekens van koue toon deur tesamen mekaar te kruip nie;
- (24) dat waar elektrisiteit beskikbaar is, 'n robyruoi gloei-lamp gebruik kan word in die kunstbroeder wat voeraf donkermaak is om te verhoed dat 'n algemene tusspekkery, ens., onder die kuikens begin. Die lig moet net bokant en voor die voerbakke geplaas word.
- (25) dat as jong kuikens skielik koud kry of te warm gemaak word, die pluimveeboer moet van hulle sal verhoer as gevolg van buikloop as van basillêre wit buikloop;

(Ward vervolg.)

## Railage on Show Pens.

Many Clubs are not aware of the provisions of Clause 27 of the Official Railway Tariff Book in that, among other concessions granted by the Railway Administration to Show-holding organisations, Show Pens that have been conveyed by rail to any Show may be returned free of cost to the original dispatching station. The necessary application for this concession must be made to the Railways a reasonable time before the Show.

Railway Tariff No. 3 applies to the conveyance of pens from the original sending station and the Administration considers that this traffic is treated most liberally when railage is charged for only one journey.

## MEMBERSHIP.

We want a still stronger Organisation. Get your friends to join one or other of our affiliated bodies. Full details will be gladly sent by the Secretary if he is supplied with:

- (a) The name and address of any interested person;
- (b) The Breed of poultry kept.

Write to—

The Secretary,  
S.A. Poultry Association,  
P.O. Box 1795,  
Johannesburg.

S.A.P.V.  
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