

BREEDING POULTRY FOR PROFIT, BY ONE WHO BREEDS IT AT A PROFIT

That is Manifestly the Strongest Incentive for Breeding Poultry at All, and No One Should Go at the Business Blindly—it is Worthy of the Best Efforts and the Greatest Study.

(The following article was furnished by a man who breeds poultry at a profit, and who himself practices what he preaches.)

The strongest incentive in poultry breeding is profit. This pulls more men into action than any other force or influence to be mentioned in the breeding of poultry. If there were greater returns in breeding white rats most of us would go into the rat business. After spending a number of years exclusively with poultry I have come to a number of very positive conclusions as to why more people do not connect up with poultry as a business. There is no distinctive business that seems to attract more people than does poultry raising. Yet when a review is made of several courses it is found that the scene shifts and new names seem to substitute the old more frequently than we would expect. Frankly I believe I know the reason in most cases. Most people begin with poultry knowing about as much about the business as they do of the practice of medicine. It is my impression that many people would come closer to a successful practice of medicine than they do in meeting the demands of poultry breeding. The situation is due to the fact that the work of successfully producing good poultry and of finding a ready market with reasonable returns demands just a little more of the poultry raiser than is generally anticipated. I would discourage no one in the undertaking, yet most people who fail to reach their aims simply don't meet the demands.

There are two distinct phases of work in breeding and selling quality poultry for breeding purposes. Fundamentally the poultry business has to do only with the two necessary features in trade—that of production and distribution. The fact is very few people do either as the trade demands. First

and to many the biggest half. At least it is often the one that is not well done. Production is possible with a very large per cent profit well if you stay right with the work of rearing and developing but distribution at just the right time seems to trouble more people than any other aspect of the work.

Distribution means selling and getting the stock into the hands of the many people who want just what you have. If you have what you should have as a real breeder. Few people seem to catch the idea of selling poultry. They get the "take to town" idea and think of selling poultry as the farmer of the actual facts in the case. Selling full blood poultry is distinctly a mail order business, and how many people understand what the mail order business is? It demands extensive advertising in the first place so the buyers can find the product which has been produced. The fact is the buyer is quite as anxious to find the product as the producer is to find the buyer. Did you ever think of that in the poultry business? Just that the man who wants to buy give him the facts and your sales are made.

Salesmanship has a large part to play in the matter of distributing the product in the poultry business. Letter writing has so great a part in the business that most folks are lost before they begin. The fact is that plain statements of fact, said in a way people can understand, and written so they can read, is all that is necessary. There are many things which will help along and which will impress the buyer, and I speak of the materials used and the way the breeder uses them, such as advertising space, letter heads, catalogues and poultry information. You can't fool the public even in the business of poultry breeding, because the information you have is common property with many others, and there is nothing so convincing as "putting up the goods." There are a number of things the average person looks for—one is "a good show," another is "something new," but the most commonly expected thing or situation which people look for is "being fooled." They expect to get fooled more often than not, and if you as a poultry breeder are able to fool them in the matter of getting fooled then you have one of the greatest assets if applied in every case. This absent treatment feature of the mail order business lowers the standard of many other otherwise fair and just people. It is easier to treat indifferently the many you do not meet, and the dealing with a person at long distance lacks much of the personal element and consequently much restraint that may be left in a personal deal with a neighbor. The profitable side in the poultry business is reached by maintaining the most cordial relations with those who come by letter to you for the product you have successfully raised. If you have the thing and get it to the party in a business-like way, you lay an important stone in the foundation of your poultry business. Profit on poultry involves so much more than getting a ribbon which someone else would have had had you been somewhere else at the time. Profit in poultry is not dependent in the truest sense on the show winnings. If you will just produce the best poultry and get the facts to people who would like what you have you can sell at a profit as few people ever have sold. That has been done, is being done, and can be done. Breeding a profitable business is far more dependent on production and successful distribution by the legitimate means of trade than on matching your poultry against some one's else or against the field. The fact is selling poultry is not a matter of comparison, neither is it a matter of elimination, but it is one of first production and then getting the product to those who are glad to pay a reasonable price for value received. I speak of the truest way of sure profit in poultry breeding. Yet by all means show your birds. Advertise them and sell them at a profit which will pay for breeding the best poultry.

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MOVE IS BRINGING BETTER ROADS

(Continued from page 6)

2 in Illinois, \$8,839,000; 12 in Indiana, \$1,096,238; 1 in Iowa, \$750,000; 2 in Kansas, \$395,000; 3 in Kentucky, \$320,000; 4 in Louisiana, \$352,000; 6 in Maryland, \$321,000; 8 in Massachusetts, \$543,000; 10 in Michigan, \$7,195,000; 23 in Minnesota, \$6,856,034; 12 in Mississippi, \$2,412,000; 5 in Missouri, \$10,639,000; 5 in Montana, \$595,000; 2 in Nebraska, \$691,300; 22 in New Jersey, \$12,194,500; 3 in New Mexico, \$1,022,500; 52 in New York, \$25,744,102; 36 in North Carolina, \$7,721,000; 112 in Ohio, \$22,504,086.36; 6 in Oklahoma, \$1,264,000; 19 in Oregon, \$8,489,240; 44 in Pennsylvania, \$79,531,500; 16 in South Carolina, \$4,355,000; 1 in South Dakota, \$60,000; 22 in Tennessee, \$6,172,500; 35 in Texas, \$16,967,000; 1 in Utah, \$225,000; 11 in Virginia, \$53,229,000; 6 in Washington, \$545,000; 3 in West Virginia, \$60,000; 13 in Wisconsin, \$1,615,500; 6 in Wyoming, \$2,725,000.

It will be seen from these figures that, in so far as this season is concerned, Pennsylvania is showing greatest interest in highway improvement and has made available for future use more money up to June 30, than any other state in the Union. Virginia, Connecticut, New York and Ohio follow in the order named.

Highways Classified.

That a public road building policy requiring road classification according to function as well as responsibility for construction and maintenance is necessary in order to carry on successfully a good roads program in this country is the gist of a treatise issued recently by the Nebraska Department of Public Works, on "How to Get Good Roads." The classification policy, the Nebraska or-

13,759 DELIVERY IS JUNE RECORD

Buick Sales Department Department Makes Public Figures Compiled

Figures that reflect the strength and potentiality of the United States and one of its greatest industries were released for publication today by the Buick Motor company. They show that during the month of June just past, 13,759 Buick automobiles were delivered into the hands of owners. All these cars were six cylinder models, ranging in price from \$1495 to \$2,635.

The figures were compiled from reports received from every branch and distributor in the country and they represent in the most convincing way the position which Buick occupies in the minds of the buying public.

Still Handling Big Figures

"Somebody has said that the automobile industry was through with the big figures, but these totals decisively prove the contrary," said E. T. Strong, general sales manager, who made the announcement. "They evidence that the automobile industry has earned the right to the title of one of America's greatest industries, and that the spirit of pessimism which was prevalent in some quarters did not faithfully represent the sentiment of the public upon whom the industry depends for its success or accurately measure the extent of transportation needs of the country."

"The fact that nearly 14,000 Buick cars were placed in the hands of the owners in the month of June should not be regarded as astounding or phenomenal, inasmuch as the figures can be interpreted as a concrete demonstration of the tendency of the people to invest in a product which they want and need."

FAITH IN LENINE IS BIG FACTOR

Leader's Personality About Only Element Holding Bolsheviki Compact

RIGA, Latvia, June 21.—Lenine's personality and the faith that most Russian peasants and workmen have in him, despite their dissatisfaction with conditions under which they are forced to live, is perhaps the one big factor that holds the Bolsheviki regime in power, says Capt. M. C. Cooper of Jacksonville, Fla., who escaped from a prison camp near Moscow. Captain Cooper was flying for the Polish



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army when made prisoner in July, 1920.

"Lenine is still the most popular man in Russia," said Captain Cooper, "much more so than is Trotsky. I found that the majority of peasants and workmen, even those in prison, believed in him. They are terrorized by the 'Tcheka' or counter revolutionary committee, which really is running things in Russia. But I believe that if the 'Tcheka' were abolished practically everybody would be for Lenine."

This, said Captain Cooper, is not hard to understand, for Lenine's pictures have been distributed everywhere. Travelers in Russia will see two of his pictures for every one of Trotsky's.

Regarding the "Tcheka" which, with its manifold branches and subdivisions that stretch out like the tentacles of an octopus into every village, forming a combined supreme court, detective department and spy system, which has powers of life and death to "combat counter revolution," Captain Cooper said:

"The 'Tcheka' has every one terrorized. The saying is that one in every four persons is a member of it or some other sort of a spy. One of the Russian officers with whom I was imprisoned and who has been informed that he was to be released, told me he was afraid to go home, as he had four children, and was afraid one of them might be a spy."

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