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

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 you should have as a real breeder. built and cared for by county Greatest Study.

(The following article was fur-production must be of try at a profit, and who himself accidental and of a hit-or-

practices what he preaches:) The strongest incentive in poul- business the work must be done try breeding is profit. This aim well all the time. The fact is pulls more men into action than most of us don't do things well all any other force or influence to be the time. Then again it is soon poultry. If there were greater re- the best way equipment is necesturns in breeding white rats most sary, and demands time and labor of us would go into the rat busi- to an extent more than was anness. After spending a number of ticipated. It is hard to suffer disyears exclusively with poultry I appointment but many would-be nore people do not connect up ment, time and labor. Another with poultry as a business. There positive reason that many ambiis no distinctive business that tious beginners fall by the wayseems to attract more people than side is that they did not know does poultry raising. Yet when a poultry when they began. Instead review is made of several courses of familiarizing themselves with it is found that the scene shifts the qualities of a good bird of and new names seem to substitute their chosen breed, they "went at the old more frequently than we it blindly" believing they "would would expect. Frankly I believe learn as they went." And they did. know the reason in most cases. But going was made much hardlost people begin with poultry er from that lack of preparation. knowing about as much about the It really takes considerable exbusiness as they do of the practice perience with any breed before of medicine. It is my impression positive judgments can be drawn that many people would come regarding the problems of selec-closer to a successful practice of tions, judging and mating for remedicine than they do in meeting production. It is quite presumpthe demands of poultry breeding, tious to jump right in among situation is due to the fact other breeders who have learned that the work of successfully pro- breed characteristics and some of ducing good poultry and of find-ing a ready market with reason-production. The simple process of able returns demands just a little reasoning which the average poulmore of the poultry raiser than is try breeder begins with borders on generally anticipated. I would credulity of the most ignorant discourage no one in the under- kind. One thing sure when you taking, yet most people who fail begin, you are to make many misto reach their aims simply don't takes and if you eventually suc-

There are two distinct phases of with the problems until you profwork in breeding and selling qual- ited by your experience. No one is fundamentally the poultry busi- try breeder who has had the rough ness has to do only with the two knocks of failure to contend with. iecessary features in trade—that Then too there is the advantage The fact is very few people do selling. I speak of selling be-atther as the trade demands. First cause that is half of the business

and to many the biggest half. At least it is often the one that is not well done. Production is possible highly successful one for highwith a very large per cent of peo- way improvement. ple who will stay right with the work of rearing and developing overseas," says the built-in, but distribution at just the right | should secure them here. First. time seems to trouble more people There is the country road. Its than any other aspect of the primary function is to serve coun-

Distribution means selling and vital-linking farm and market, getting the stock into the hands of its use is mainly local. The counthe many people who want just ty, therefore, should assume rewhat you have, if you have what sponsibility for it. It should be Few people seem to catch the funds. Exception should be made idea of selling poultry. They get of certain roads in the counties the "take to town" idea and think whose function places them in anan sells his crop. That is far the class—that of state or fednished by a man who beeds poul- expert nature. It can't be from the actual facts in the case. Coal roads. Second: There is the tinctly a mail order business, and which constitutes the state highthe mail order business is? It de- which, while serving local needs first place so the buyers can be primary function highway servfound, or so the buyers can find ice to the state as a whole. The mentioned in the breeding of found that to care for poultry in the product which has been produced. The fact is the buyer is nect the county seats and all duct as the producer is to find the these and the various sections of buyer. Did you ever think of that

in the poultry business? Just find have come to a number of very poultry breeders fall by the way the man who wants to buy, give responsibility for these roads. positive conclusions as to why side owing to the lack of equip- him the facts and your sales are They should be built and cared Salesmanship has a large part ception should be made of certain to play in the matter of distribut- roads in the states whose function ing the product in the poultry places them in a third class that 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 reads which, while serving counnecessary. There are many things ty needs, state need and interwhich will help along and which state needs, have for their primwill impress the buyer, and I ary function highway service to speak of the materials used and the country as a whole." the way the breeder uses them. such as advertising space, letter heads, catalogues and poultry information. You can't fool the pub- for public improvements in the lic even in the business of poultry | Philippine Islands during the year breeding, because the information 1920 as compared with \$8,905,you have is common property with 645 in 1919 according to reports many others, and there is nothing to the Asphalt Association in New so convincing as "putting up the York. The money was used, in things the average person looks part to build 198 kilometers of for— one is "a good show," an. new roads and bridges. A ten ed as a concrete demonstration of other is "something new," but the year program of highway con- the tendency of the people to inmost commonly expected thing or struction has been inaugurated ceed it will be because you stayed situation which people look for is that ultimately open, reclaim or being fooled." They expect to improve 30,000 hectares of agriget fooled more often than not, cultural land. and if you as a poultry breeder are able to fool them in the matter of getting fooled then you have one production and distribution, of liking the work of raising and of the greatest assets if applied in as a literary man. every case. This absent treatment feature of the mail order business owers the standard of many oth- to every publisher in town, and erwise fair and just people. It is they've all refused them."-Loneasier to treat indifferently the | don Mail. 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 as with a neighbor. The profitable side in the poultry

ing 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 impor-tant 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. Building a profitable business is far more dependent on production and sucressful 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

ing the best poultry. MOVE IS BRINGING BETTER ROADS

is not a matter of comparison,

neither is it a matter of elimina-

tion, but it is one of first produc-

tion 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.

vet by all means show your birds.

Advertise them and sell them at profit which will pay for breed-

(Continued from page 6) 2 in Illinois, \$8,839,000; 12 in ndiana, \$1.096,236; 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 Massachu-setts, \$543,000; 10 in Michigan. \$7,195,000; 23 in Minnesota, \$6,-856,034; 12 in Mississippi, \$2, 412.000: 5 in Missouri, \$10,839, 000; 5 in Montana, \$595,000; 9 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, \$7,731,000; 112 in Ohio, \$22,504,086.36; 6 in Oklahoma \$1,264,000; 19 in Oregon, \$8,-189,240; 44 in Pennsylvania, 489,240; 44 in Pennsylvania, \$79,531,500; 16 in South Caro-lina, \$4,355,000; 1 in South Da-kota, \$60,000; 32 in Tennessee, \$6,172,500; 35 in Texas, \$16,-967,000; 1 in Utah, \$225,000; i1 in Virginia, \$53,229,000; 6 in Washington, \$545,000; 3 in West Virginia, \$60,000; 13 in Wiscon-sin, \$1,615,500; 6 in Wyoming in, \$1,615,500; 6 in Wyoming,

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

Highways Classified. That a public road building colicy requiring road classificaion according to function as well as responsibility for construction and maintenance is necessary in cider 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 of

"That which has secured roads

Department Makes Public Figures Compiled

to needs. While its function is

of national roads.

In The Philippines.

A total of \$9,764,807 was spent

"Jack will never be a success

"How's that?"

strength and potentiality of the uted everywhere. Travelers in United States and one of its great-Selling full blood poultry is dis- State highway, the aggregate of est industries were released for publication today by the Buick with its manifold branches and miss character. To build a how many people understand what way system. These are the roads Motor company. They show that subdivisions that stretch out like during the month of June just the tentacles of an octopus into manda extensive advertising in the in the counties, have for their 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 The state therefore should assume country and they represent in the

> minds of the buying public. for through state taxation. Ex-Still Handling Big Figures "Somebody has said that the "Third: There is the national highway, the aggregate of which sales manager, who made the anwill constitute the system of nanouncement. "They evidence that tional highways. These are the the automobile industry has earned the right to the title of one of America's greatest industries, and that the spirit of pes-

which Buick occupies in

simism which was prevalent in some quarters did not faithfully represent the sentiment of the 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 phenominal. Inread the figures can be interpret-

FAITH IN LENINE IS BIG FACTOR "I've submitted his love letters

> Leader's Personality About Only Element Holding Bolsheviki Compact

nine's personality and the faith that most Russian peasants and workingmen have in him, despite their dissatisfaction with counitions under which they are forced to live, is perhaps the one big factor that holds the Bolshevik 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

"Lenine is still the most popular man in Russia," said Captain Cooper, "much more so than is Trotzky. I found that the majority of peasants and working- with a grim calmness; "The lady Times. men, even those in prison, believed in him. They are terrorized by the 'Tcheka' or counter revo-Buick Sales Department Intionary 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 Le-Figures that reflect the nine's pictures have been distrib-Russia will see two of his pictures for every one of Trotzky.

Regarding the "Tcheka" which, 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 s that one most convincing way the position in every four persons is a memthe ber 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 automobile industry was through he was to be released, told me he with the big figures, but these to- was afraid to go home, as he had tals decisively prove the con-trary," said E. T. Strong, general of them might be a spy."

CHANGED HIS MIND

The Lambs parper shop is in the basement and patrons reclining in chairs may gaze up at the passersby on the sidewalk. A man who had evidently the need of hot towels watched a woman public upon whom the industry passing up and down in front of

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army when made prisoner in July, | the club. His tortured nerves | is my wife and is waiting for m could no longer stand it and so Then he acded: "Will you he said to the barber: "What is shaved sir?" "No." said the that homely woman paddling up and down out in front?" my tongue did just now and down out in 'ront?" my tongue did just now would go my head."—New Y

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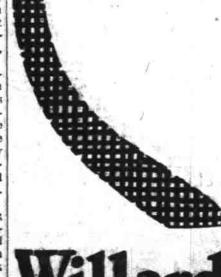
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