

The Slogan Pages are Yours; Aid in Making them Helpful to Your Wonderful City and Section

SALEM DISTRICT INDUSTRIES

:-:- Ninth Consecutive Year :-:-

THE STATESMAN dedicates several pages each week in the interest of the fifty-two to a hundred basic industries of the Salem District. Letters and articles from people with vision are solicited. This is your section. Help make Salem grow.

PROFIT IN THE POULTRY INDUSTRY FOR THOSE WHO KNOW HOW AND WORK

Commercial Poultry Breeding Is a Profession Very Much as Any Town Profession and With Proper Management It Can Be Made to Pay a Good Return—This Is the Statement of One of Our Biggest Men in the Industry

Editor Statesman:

The other day a man came into our office and said, "I want to start in the chicken business. Is there any money in it?" That is a question I get every few days from people who come to our plant for information and to learn more of up to date poultry raising. And I believe a very proper answer is, "Yes, if you know how to get it out. The poultry game is a profession very much as any town profession and with proper management it can be made to pay a good return." And there are within very few miles of us commercial plants of considerable size whose owners are gaining a fairly comfortable income from commercial eggs alone through hard work and intelligent application of tried poultry principles.

Many of my good friends have turned a rather cold shoulder on the poultry industry with the remark that "more people go broke raising chickens than in any other business." Possibly they are right. But do they realize that more people enter the poultry business without a knowledge of cardinal principles; without necessary capital to carry them over to the profitable production and without a definite program, than enter almost any line of business or profession one can name. Under these conditions failure can be the only result and this would come to the same individual entering any other industry under similar conditions.

Our poultry industry must be considered as a definite business, calling for training, adaptability, willingness to work, long hours when necessary, and capital to carry over the first two years of the beginning. We must get away from the idea that because a man has kept 12 hens on a back

lot and supplied the neighborhood with eggs he is capable of increasing this number of hens to 1200 or 12,000 and his profits in proportion. Every time we increase the flock we multiply the problems of management. The problems must be met with definite knowledge or disaster is sure to result.

But I am not trying to throw cold water onto the industry. I want our people to realize that the raising of poultry calls for as much ability, thought, care, and professional management as any business in town. Glaring failures have been pointed out to me time and time again as indications of an unsound business. But this is wrong. I can walk down the streets of Salem and point out to you where many a business firm went on the rocks. Is business unsound? Look at the bank failures every year. Is banking unsound?

Then if there is money in the business how should we go about it getting it out? One man told me he knew there was money in the business because he put a lot of it in himself. And by the way he was taking some out, too, because he had been wise in the way he had invested. Then first we must have capital to start right and carry over a two year starting period when there is no return that can be taken away from the business. Second, we must have the knowledge to carry through these first two years and weather the problems encountered. Third, we must have the ability to get high production from the pullets between September first and January first. Right there is where the failures fail. That pullet should have nearly paid for herself before January first.

A prominent poultryman who

has about 2400 White Leghorn hens and pullets told me only a few days ago that returns from the Pacific Cooperative Poultry Producers to whom he ships commercial eggs averaged him about 32c per dozen last year while his cost of production including feed and labor was about 16½c per dozen. He is not quitting the poultry business. He gets high pullet production in the fall when the hens moult. By keeping about as many pullets as hens he has a balanced plant and gets good returns. And he has the figures to back this up.

Our mild winters which permit an abundance of green feed the year round, our excellent market for eggs as provided by the Pacific Poultry Producers, together with good soil and excellent climatic condition makes this an ideal location for commercial poultrymen. And after all, the success of breeders, producers of baby chicks and all other branches of the industry is dependent entirely upon the producer of commercial eggs and his ability to produce them at a profit. His plant is the foundation for the whole poultry structure, and when he fails the other branches which he supports will topple. For that reason it is well that we should use care to properly instruct and help the man who enters the commercial field that he may become a solid part of this important foundation.

The poultry industry has just passed through an especially good period in which many entered the work and made good returns under favorable conditions. This past year has seen slightly different conditions, not quite so favorable as to egg price or feed price, and we have seen those who were lagging behind in management sell their flocks and glut the live poultry market. This is the natural result following an advantageous progressive period during which many have entered the field who may not have been so well prepared or adapted to it. But the real poultryman still finds his margin of profit and continues on over the ups and downs. He wins out year after year and is ready to prove that there is money in the poultry business which can be turned back with a fair margin of profit through good sound management.

LLOYD A. LEE.

Salem, Or., Feb. 29, 1928.

(Mr. Lee is one of the biggest men in the poultry industry of the Salem district. He owns and operates the Lloyd A. Lee Hatchery and Poultry Farm, Salem, located just outside the eastern suburbs.—Ed.)

Some horses waste their hay by pulling it out of the manger and trampling it under foot. This is caused sometimes by feeding two kinds of hay, one of which is especially palatable. In that case the hay may be fed so that the horse can eat the more palatable first. He will eat the other hay at leisure. Otherwise, the good hay may be withheld until the other is eaten.

SALEM OUGHT TO BE MADE A LARGE RABBIT PRODUCING CENTER AND CAN BE

Five Rabbit Killing Houses in Los Angeles Kill 25 to 50 Thousand Rabbits a Week; One House Has Six Trucks Making Regular Trips As Far As 200 Miles Out Gathering Rabbits—Fertilizer Has Large Use With Florists and Orange and Lemon Growers; It Has Highest Chemical Analysis—Sixty Per Cent of Furs Used in Making Fur Garments Are Rabbit Furs—Large Number of Uses Made of the Products of the Rabbit

Editor Statesman:

There is one branch of the small stock industry that is gaining ground so rapidly that it is claiming the attention and participation of some of the best business men. Especially is this true of California, which is just now the center of this new industry. I refer to the raising of rabbits.

That the humble little bunny can be the means of developing a new industry is scarcely realized by the majority of the public, but let us briefly look into the subject and perhaps the facts here presented will prove our case.

A great many people will remember the old Belgian hare craze that swept this country some 25 or 30 years ago, when single animals sold for several hundred dollars and everyone thought they were going to get rich raising Belgians. This did not last long; not because of any fault of the Belgian hare, but because the country was not ready to accept the rabbit as food and the fur situation was not as it is today. The Belgian hare flurry was not without its compensations, however.

(Continued on page 5.)

EXPERIMENTS PROVE IT!

Read this Letter

McMinnville, Ore.
Feb. 22, 1928

Hodgen-Brewster Milling Co.
53 Fourth Street
Portland, Oregon

Dear Sirs—Sometime ago I wrote you concerning the fact that I was going to run an experiment using the best feeds on the market so I could tell if your feed was superior for the feeding of baby chicks. I used the Wisconsin System in feeding. The chicks fed on your feed grew better than those fed on the other feeds. The mortality was also a great deal less for chicks fed with the Hodgen-Brewster feed. I tried the experiment several times because I wanted to be sure which was the best feed. Every time without any doubt yours proved to be the best. We are going to feed all of our 17,000 chicks Hodgen-Brewster's feed this year.

Yours truly,
JEROME SIMKINS.

Hodgen-Brewster Wisconsin Milk Chick Mash

tested with other feeds shows unquestionably that it produces best results.

Hodgen-Brewster Wisconsin Milk Chick Mash and Hodgen-Brewster Chick Scratch Feed when fed according to the "Modified" Wisconsin System of feeding, form the ideal Chick combination.

LLOYD A. LEE, ROUTE 6, SALEM, OREGON, WHO IS RAISING THOUSANDS OF CHICKS AND WHO HAS EXPERIMENTED EXTENSIVELY WITH DIFFERENT FEEDS, IS USING HODGEN-BREWSTER FEEDS EXCLUSIVELY THIS YEAR.

1—Is simple to use—saves time, labor and money. 2—Eliminates the danger of underfeeding and overfeeding. 3—Produces quick and uniform growth and development. 4—Puts the broilers onto the market earlier. 5—Promotes rapid feathering. 6—Is clean and sanitary. 7—Lowers mortality.

SEND FOR YOUR COPY OF OUR NEW CHICK FEEDING DIRECTIONS and for YOUR SUPPLY OF OUR EGG RECORD CARDS. THEY ARE FREE.

For Sale By

BING'S CASH STORE

North Commercial St.

SALEM, ORE.

Manufactured By
HODGEN-BREWSTER MILLING CO.
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Portland, Oregon

THIS WEEK'S SLOGAN

DID YOU KNOW that the Salem district is ideal for the poultry and pet stock industry; that this is the greatest poultry country in the world; that there is now a fast increasing interest in all the branches of this industry; that there is vast room for expansion here, in connection with fruit and nut growing, dairying and live stock breeding; that many more large commercial poultry plants ought to be established here, making this the Petaluma of Oregon; that more intensified farming methods ought to be followed all over this district; that we should have less scratched over land, unless it is scratched over by poultry; that the invitation for more farmers who want to engage in diversified farming, with the poultry industry as a part of it, ought to be given broadcast throughout the country and throughout the world; that the warm welcome that is here and the splendid opportunities that are here ought to be much more generally known?