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# The CANADIAN DAIRYMAN AND FARMING WORLD

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## QUALITY IN THE FARM FLOCK

J. H. Callander, Peterboro County, Ont.

Why it is essential to use Pure-Bred Poultry in order to get the best results on the Farm.

**M**OST farming communities throughout Canada number among their residents one or more successful stockmen, of whom all the rest are secretly proud, though they seem unable to follow the successful one's example.

These successful men, as a rule, are not the "dog-in-a-manger" style. Usually they are more than willing to give their neighbors the benefit of their experience and to tell the secret of their prosperity. What it is that prevents the others from going and doing likewise, is unexplainable

### GOOD STOCK AN ATTRACTION

A visit to the farm of the good stockman is a treat to anyone, whether he is interested in stock, or farm work, or not. The man with the scrub herd, on the other hand, has nothing to show, and his farm lacks attractiveness. The farmer with the good horses is always followed by admiring eyes whenever he goes out. The buyers look him up when they want something especially good. Another one, whose speciality is some pure breed of cattle, is a kind of showman. His neighbors' visitors are always trotted over to his place, to see his herd. His name, also, soon becomes known, and purchasers are plentiful for all of his speciality that he can raise. The sheep breeder, and the man with the pedigreed porkers, also occupy their places among the progressive ones in the neighborhood, and share a full de-

gree of the prosperity that goes with that position.

### POULTRY WORTHY OF OUR EFFORTS

It is only the man who has devoted special attention to the care of a flock of pure-bred fowls, that is thought to be giving his attention to something too small to be considered of importance. That this idea is entirely erroneous is proven by the statistics of our country, as well as those of the United States. There the American Hen is discovered to lead every other industry by a large margin.

As in the case of the other breeders of pure-bred stock, many of the poultry farmers have gone right on, building up a fine flock, and a lucrative trade. They soon find their venture to be a paying one, providing a much greater dividend on capital invested than any other branch of the farm work. Such is no fancy picture, or book logic, but can be seen at any time at many places, within reach of nearly every-  
one.

### DEMAND GOES WITH PRODUCTION

Like the other stockmen, the poultryman does not want it all. He is not hoping that others will keep out of it, and leave the profit to him. He is always willing to tell how he does it, and he hopes more will take up with his ideas. He goes on the principle that the more there are in it the bigger the business becomes. As the demand

always greatly exceeds the supply, he does not fear unlimited competition.

It is interesting to note some of the reasons for the yearly increasing demand for poultry and eggs. The first is the gradual education of the people to their use, just as a new community, in which a flower store opens up, requires a process of education to a freer use of flowers before a lucrative trade is worked up. The consumption of dressed poultry and fresh eggs increases every year, and the export trade is never fully supplied. England cannot begin to secure its supplies of poultry here, and has to import immense quantities from Denmark, Belgium, and other countries.

### DEMAND ALWAYS EXCEED SUPPLY

It would seem that as the production increases, the demand grows proportionately greater, and there appears to be no chance of a glut in the market for a long time to come. Another reason for the consumption of the product of the busy hen, is the high price of all other kinds of meat. Dressed poultry, which at one time was considered a luxury, is now placed on an equal plane with the coarser meats, and hence has become a much more common article of diet than ever before. Considered by results, then, the man with forethought enough to give his flock of poultry special attention, has good reason for so doing, and his prospects, from a financial standpoint, are equal to those of his brother fancier who gives his attention to any other line of stock.

### ADVANTAGES OVER OTHER STOCKMEN

The poultryman, in some ways, has the advantage over all other stockmen. His feathered flock increases and matures with great rapidity,



Where Poultry is kept on a large scale and where pure breeds are a speciality.

Wright Bros, Brockville, Ont., who own the poultry plant illustrated above, have five acres of land devoted exclusively to White Wyandottes. It is questionable if the average farmer could make a success of a poultry plant the size of this, but he could make a success of more fowls than he is keeping, and make more of a success of those which he has.