

as those who quote only their successes and bury their failures out of sight, making no sign to others to "warn them off the rocks."

Now I don't intend to divide this essay into as many "heads and particulars" as the common everyday preacher of the Gospel is prone to do, but some divisions are necessary and they are chiefly these:—1st, the attitude of the average farmer to the poultry industry at the present time; 2nd, the choice of a good breed; 3rd, the keeping and feeding of them to the best advantage and 4th, the most profitable way of caring for and marketing their produce.

Before embarking in any enterprise, the usual question nowadays, and certainly a very pertinent one is, will it pay? To apply this thought to our present subject: The very first question of importance to be settled by everybody who seriously contemplates adopting the poultry business as a source of partial income, or especially as a sole means of livelihood is 1st, will it pay? and 2nd, a companion question perhaps no less important, is "If so, how much?" The farmer's wife who keeps but a few hens to supply eggs and broilers for the family table will answer the first question with an emphatic "no" and will often be heard reciting some old story something similar to this: "Our hens do not pay for the care and food expended on them, but it is very handy to have a few on the farm to keep the house in groceries and several other little things that would soon run up a big bill if the old hen did not lend a little assistance."

Now Mrs. F.—do you make your dairy "pay" think you? Oh, yes! But say, your cows and hens are two different things? Yes indeed they are. Which requires the most feed and care? Deal with the fowl accordingly; give the attention, variety of food, clean and warm house in proportion to her wants, and I will guarantee it will pay.

So we may compare with any branch of industry, it will not pay if neglected.

The reason of so many failures and decisions "it will not pay, there is no money in it" in the great majority of cases is because there was business enough that required all the attention so that the fowls in consequence were neglected, filth surrounded them, vermin and disease got a foothold, buildings run down, windows either out or glass broken, etc. The final

outcome was that the proprietor said and said truly, "Can't make a cent in keeping hens." Fowls can be kept at a good profit if kept as they should be. Keep as many as can be well cared for aside from other business, and no more. If they cannot have the care and food needed, don't try to keep them with an idea of any profit. It will not pay.

In conversation with a local poultry-man not long ago he said there were three things in poultry farming that cannot be neglected. They are:—1st, facilities, 2nd, feed and water, and lastly but not least, the man.

Now what are facilities? Warm houses, good sized runs, conveniences for both the fowls and the keeper, good stock, working capital and brains. So much depends upon the man. He must be bright and active. He must have brains and energy. He must aim to gain a good reputation so that his goods will always be in demand. He must have regular hours for the performance of his work, and he must do his work well. If he is easily discouraged he had better get out of the business. He must each year try to improve on the one just past.

Now I imagine I hear you say what kind of poultry culture then, will pay. If the beginner commences on too grand a scale, with poultry houses costing from \$6.00 to \$10.00 per running foot with yards and complicated fixtures to match, and stocks up with birds at from \$10.00 to \$25.00 each and "dirt cheap" at that and asks us if it will pay we reply (in our simplicity and with a smile that is childlike and bland) most emphatically no. Well to repeat what kind of poultry culture will pay? I will tell you or at least give you my opinion. It is that branch pertaining to market eggs, and market poultry, if industriously prosecuted with good judgment. Select a good, dry, healthy location for your poultry houses; build them faithfully and well, but don't have them cost more than from \$1.00 to \$2.00 per running foot at the most.

The next question the farmer will put to himself is:—What kind of a house can I build for such money, and where will I put it? Everyone says the hen house should be warm in winter and so do I. If it is not, the extra cost of keeping your flock will soon amount to more than what would put it in a warm and comfortable condition. The difference will soon be seen,