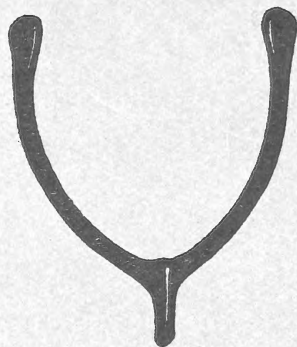




**DOLLARS AND SENSE  
IN THE POULTRY  
BUSINESS**



*The "Quisenberry Way"  
Makes Every Hen Pay*

**American Poultry School  
Kansas City, Mo.**

# How To Get More Eggs

**T**HE average price received for eggs the past year was higher than at any time before.

Market and production figures, compiled by the government, show only one nation produces more eggs than it consumes—that nation is the United States.

These same figures also show only seven states producing more eggs than are consumed within their borders. Not only is there a great shortage of eggs in foreign countries, but in this country the demand is much greater than the supply. This condition will continue for a long, long time to come.

Eggs went into cold storage during summer at higher prices than ever before recorded. They also came out upon the market during the winter and spring at the highest prices consumers ever paid. This insures still higher prices for your fresh laid eggs.

The cost of egg production, prices of poultry feed, labor, etc., are lower than for years past. On the other hand eggs are higher. This leaves a wide margin for profit.

The present and future supply of eggs being short, creates a condition, which we hope you, as a poultry raiser, will take advantage of. It enables you to make more money from eggs than you ever dreamed of.

## Sick Hens May Eat, But Will Not Lay

**Y**OU, like thousands of others, are perhaps losing money and the profits you should be making by having your poultry house poorly ventilated, and poorly arranged. Fresh, pure, dry air and comfortable quarters are necessary.

You will lose money—waste feed and get about half the eggs you should unless you provide housing which gives your fowls proper air. Draughts create colds and roup. Dead, foul air causes dampness, all kinds of sickness and disease and you will stand by helpless, throwing away feed and perhaps spend money doctoring the sick, while gathering few if any eggs.

Housing and ventilation are important and must be understood, or you will lose money; you will be feeding your hens—they won't be feeding you.

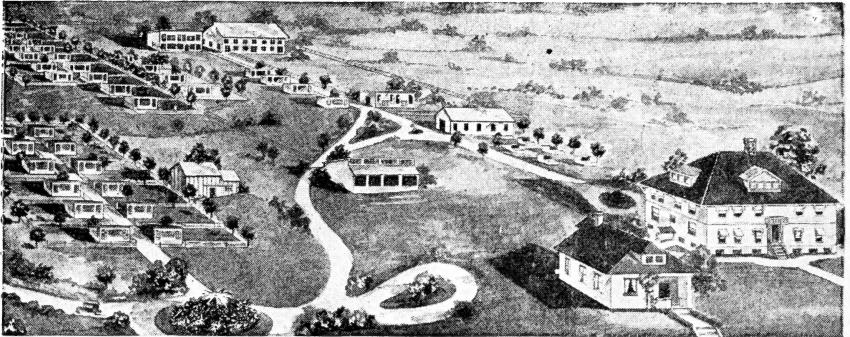
It is not necessary to build new houses. Most any well built house will serve if you simply make a few slight and inexpensive changes to provide better air and more of it. These and many other important items of knowledge necessary to succeed, on either a large or small scale, in either a warm, cold or mild climate, are thoroughly covered in the poultry books and lessons provided with our "Home Study" correspondence poultry course further described herein.

SEE INSIDE BACK COVER

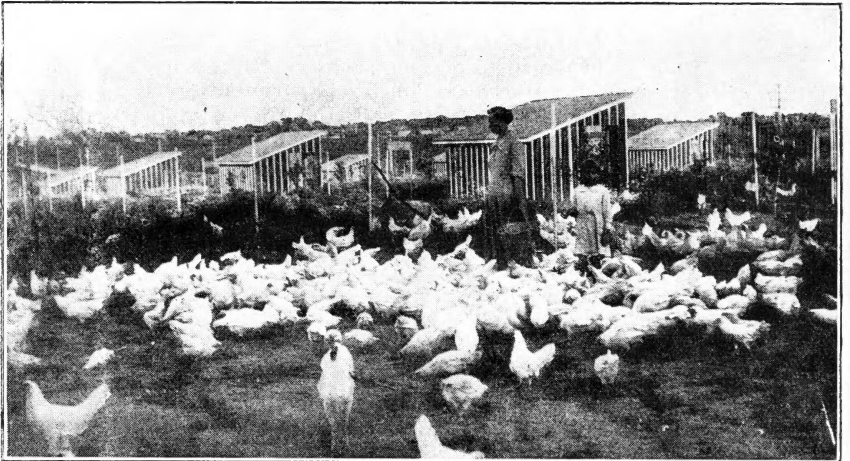
# Dollars and Sense

In the  
**POULTRY BUSINESS**

**We Help American Poultry School  
Students to Succeed**



Demonstration Farm of the American Poultry School. This includes incubator rooms, brooder houses, laying and breeding houses, American Egg Laying Contest, feed houses and other buildings and equipment.



Ten-acre demonstration farm managed by one of our instructors, Prof. C. T. Patterson.

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**AMERICAN POULTRY SCHOOL**  
" Kansas City, Missouri

# OUR PRESIDENT



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A56

## **PROFESSOR T. E. QUISENBERRY**

**President of the American Poultry School  
One of the World's Foremost Poultry Authorities  
Director of the American Poultry Experiment Station**

Founder and Former Director of the Missouri State Poultry Experiment Station (the Largest and Best Equipped Poultry Experiment Station in the World).

Manager of the American Egg-Laying Contest and Formerly in Charge of the National Laying Contests, in Which Were Represented Twenty-five States, Besides Canada, England, Germany, Australia, New Zealand and South Africa.

Life Member and Former Member of the Executive Board of the American Poultry Association.

Member of Special Standard Committee and Many Other Committees of the American Poultry Association.

Assistant Chief of the Department of Live Stock and Secretary and Superintendent of the Poultry Department of the Panama-Pacific Exposition, San Francisco, California.

A Licensed American Poultry Association Judge of All Varieties of Poultry. Life Member of the Missouri State Poultry Association and of the Missouri Poultry Breeders' Association.

Former Secretary of the Missouri State Poultry Board. Chairman of the Committee on Reconstruction and New Construction for the American Poultry Association.

Secretary of Heart of America Poultry Show and Former Secretary of Missouri State Show.

One of the Lecturers at the World's Poultry Congress at the Hague.

Member of the International Instructors' and Investigators' Association.

# I Am Proud of My Students

**I Have Made Money for Thousands of Others, I Would Like to Help You.**

**M**ORE money can be made from poultry right now and during the next two to five years than ever before in the history of the chicken business.

A student of this school, living in Canada, started raising a few chickens in a made-over chicken shed in his back yard. He invested only \$19.00 in poultry to start with. He kept track of every dollar's worth of expense, every dime's worth of feed, etc. He cared for his hens and fed them just as we told him to do in the lesson books of his course.

This student made a clear profit in one year of \$9.20 per hen, besides increasing the value of the chickens and houses on hand.

Thousands of our students have recently written us in detail showing they have made from two to twenty times as much cash profit as ever before. Some of these are only raising a few dozen in their back yard; others raise from one to five thousand per year. Some, in fact most of these people, were losing money from poultry one, two or three years ago, but with the knowledge they gained from our books and teachings added to the better money making poultry conditions, these same students are now making big money.

At our Experiment Station we placed together some time ago 160 pullets. In ten months this flock of pullets had earned a clear cash profit of \$976.67, which is \$3.26 per day. All feed was bought by us at high retail prices. The pullets were housed and cared for in the exact manner described in the books which are sent to every student of this School.

Another lot of 75 pullets were placed together at the same time and they made us a clear cash profit of \$6.15 per pullet. Many of our students clear \$5.00 to \$11.00 per hen per year. You can do as well.

Yes, dear friend, in all my twenty-five to thirty years' experience raising poultry on both a large and a small scale, during which time I have traveled and studied poultry raising conditions in every state and Canada, I never knew a time when prospects looked so good for the poultry raiser as right now. It behooves you to "strike while the iron is hot" and "make hay while the sun shines." Don't overlook this opportunity to become more successful than ever with poultry. Start now, if you are not already raising poultry. Put your best foot forward. Give your poultry the best care at your command. Remember the old proverb, "What is worth doing at all, is worth doing well."

Eggs are certain to bring the highest average prices during the next year that have ever been known; however, at only a 58-cent per dozen average price, we made 160 pullets pay a net cash profit of \$976.67 in ten months; 300 pullets fed and cared for in a like manner would have paid a cash profit of \$1,830.00, while 500 good pullets would have cleared \$3,050.00, and for the future the possibilities are even greater. You cannot afford to longer put off learning the best, most simple and most practical methods of making hens lay more eggs and saving money on feed.

I take a personal interest in every student of this School. I have spent over \$100,000.00 in preparing, illustrating and printing the greatest poultry course of its kind in the world. I started this School on \$200.00 borrowed money, but my methods and the personal help I have rendered my students have given such universal satisfaction that I am now proud to state that I have over 27,000 prosperous and satisfied students in every state in the Union and in 19 foreign countries. No school in the world has a faculty that is equal to that connected with this School. I give every student personal service. I have made money for thousands of others and I would be pleased to help you with your poultry problems. I would appreciate a personal letter from you. Sincerely yours,

*T. E. Quisenberry*  
President.

SHB 20 Jan. 1921

# Origin and Growth of the World's Greatest School

**T**HE American Poultry School was established in response to a wide demand from poultry raisers in all parts of the country for a thorough, complete and practical course of instruction in the science of poultry husbandry.

Mr. T. E. Quisenberry, America's leading poultry expert, saw the wonderful results that could be accomplished when a scientific knowledge of poultry husbandry was applied to the operations of a poultry farm. He decided to put this knowledge within the easy reach of every man and woman in the country and the American Poultry School is the result. No man in America is so well qualified for this work as Mr. Quisenberry, simply because no other man so well knows how or has had such a varied experience.

The American Poultry School was established more than seven years ago. It is now, as it always has been, the largest poultry school in existence.

The American Poultry School is the oldest poultry school, but has the newest course. No out-of-date poultry book, split up into sections and called a poultry course. It is a course written by Mr. Quisenberry himself after years of experimenting and tests—proven and up-to-date methods by the best authority in America. You can't go wrong when you choose the "Quisenberry Way." It is used and recommended by more than 27,000 successful students. This is the largest and oldest poultry school in existence with the newest and best course.

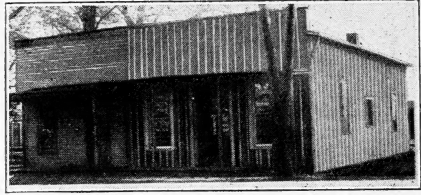
The success of these methods is proven by the success of American Poultry School students. It is conservatively estimated that poultry, raised by American Poultry School students during the past year, contributed to the country:

750,000,000 eggs valued at over-----\$30,000,000  
15,000,000 lbs. of meat valued at----- 4,500,000

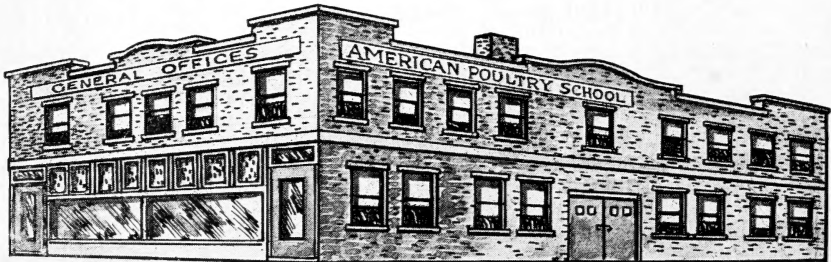
Over 35 million dollars sold from American Poultry School farms last year, to say nothing about the increase in stock, improvement in quality, and eggs and poultry consumed at home.

These enormous results have been made possible because American Poultry School students know how to get the best results from their flocks—how to make every hen pay.

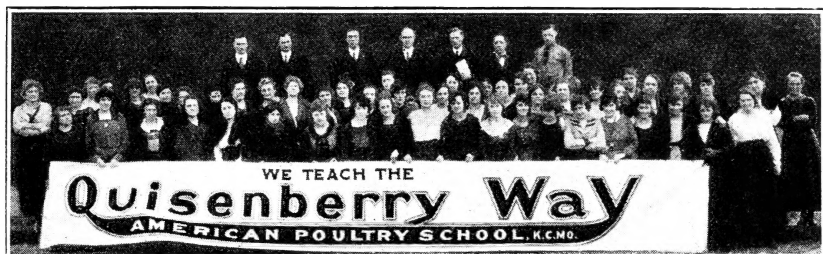
Whether you judge the worth of a school by its size, by the quality of its instruction, by the success of its students, or by all of these standards, you are bound to find that the American Poultry School, by these same standards, is the most complete, and, therefore, the most worth while from the standpoint of your future success. Prove it to your own satisfaction at my risk. You take no chances if you enroll here.



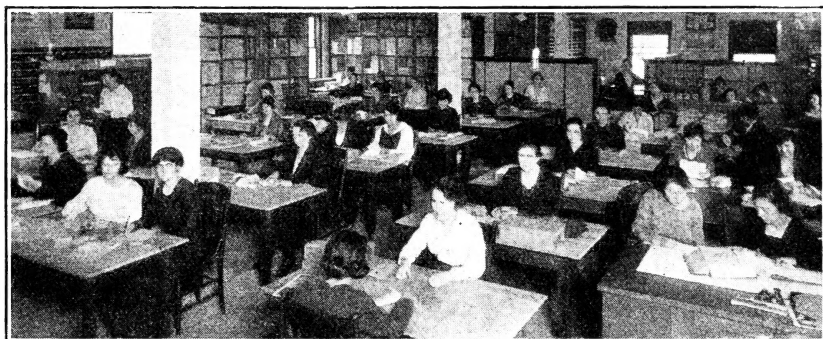
The first office of the American Poultry School seven years ago.



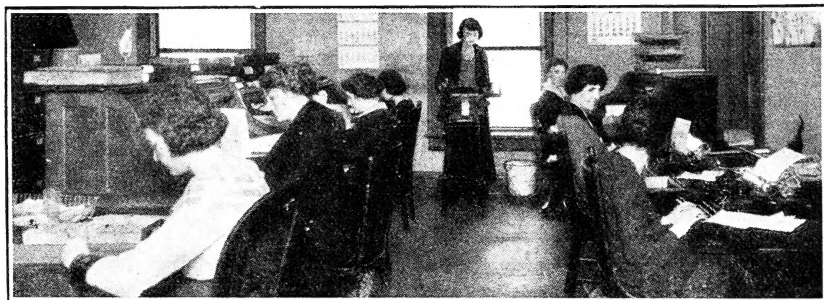
Present General Offices of the American Poultry School, Kansas City, Mo. Printing plant on first floor, our business offices above. Watch us grow. We give you service.



American Poultry School, Office Force



Employees in one office serving our students



Mail, Record and Filing Department



Stenographers Transcribing Personal Letters Dictated by our Experts

# Dollars and Sense In the Poultry Business

## “A FORTUNE IN POULTRY,” IF—

**P**OUULTRY raising, properly conducted, is one of the most fascinating, healthful, profitable and useful of occupations. To all who have heard the “Call of the Hen,” it offers a dignified means of livelihood. Success awaits those who make preparation by a thorough mastery of the foundation principles upon which the industry is builded.

Few who have not been “through the mill” realize the necessity of a thorough knowledge of absolutely correct methods in order to make a success with poultry. The great “secret of success” with poultry is **knowledge** of the principles of poultry husbandry—not gold dollars, fine houses, nor broad acres. Poultry raising can be successfully conducted on the back end of a city lot, a living can be made from poultry on a few acres of ground, and very little capital is required to start—if you know how! Too many people waste valuable years in costly “experimenting,” instead of profiting by the knowledge and experience of specialists who have made a life study of the poultryman’s problems.

### THE OPPORTUNITIES ARE GREAT

There is no branch of agriculture and scarcely any industry today in which the opportunities are greater for competent and well-trained men and women than in the poultry industry. No industry is growing faster than this one. The production of beef, mutton, and pork has reached its limit. We are importing millions of pounds of these products from other countries every month. Our population is rapidly increasing. A hungry nation must depend more than ever upon the production of poultry and eggs for its meat food. Poultry and eggs can be produced on limited space in any climate, by any class of people, and by people of all ages. When properly conducted, there need be no hard times, no dull seasons in the poultry business. But it is utter foolishness for a person to enter the business, even on a small scale, without first being properly instructed, properly trained, and properly equipped. A few dollars spent in this way at the very beginning will often save hundreds and sometimes thousands of dollars later, besides saving you from disappointment and distress. In proportion to the amount of money invested, there is no business which offers greater opportunities and greater returns than poultry; but you must know how or be shown the road to success by some one who has had the experience and who has made the mistakes for you to profit by.

### QUISENBERRY’S GREATEST WORK

Mr. Quisenberry realizes the fact that there are thousands of people so situated that it is not convenient to attend an agricultural college, yet they are desirous of making a scientific and thorough study of poultry husbandry. His work at Poultry Experiment Stations has made him ideally qualified for writing this course of instruction. He has visited and studied conditions at practically every University and Experiment Station in the United States and Canada and has visited and made careful study of the leading poultry farms, poultry markets and poultry shows of these two countries. There is no other one man in this country who has studied and profited by visits to as many poultry farms and experiment stations as has Mr. Quisenberry. He has studied the reason for failures as well as for successes. There are few, if any, who are in a position to help you as he is. In the course of lessons he has prepared he gives you the benefit of his vast experience, tests, experiments and methods. He has written a course of instruction as thorough, complete and practical as that offered by any agricultural college in the world, and more thorough than many of them.



He has made it possible for every man or woman who can read and write to obtain a full knowledge of poultry culture in their own home, saving the expense of attending college. The course consists of twenty-seven books, each one complete and covering a definite phase of the poultry industry. A mastery of these lessons will give you that knowledge which is so essential to the successful operation of a poultry farm—will make you an all around poultryman able to cope with any reasonable situation that may arise.

## **WILL SAVE YOU FROM PITFALLS AND DISAPPOINTMENTS**

The American Poultry School eliminates guesswork and experiments—it saves you from the pitfalls and disappointments that the inexperienced poultry raiser is bound to experience. It gives the experienced poultryman a fuller, deeper and wider knowledge of his business. It opens up money making and money saving ways to him. There is not a phase of poultry culture that is not covered by our Home Study Course, from the selection of the site to the marketing of the birds. It gives you a poultry education that can be obtained nowhere else except at an accredited Agricultural School and many of our students who have taken both say that our course of instruction is even better than that of most agricultural colleges.

You can no more learn the poultry business by haphazard reading of poultry books and poultry journals than you can become a civil engineer by reading books on civil engineering or become a doctor by reading books on medicine. It is applied and systematic study under proper guidance and direction that will enable you to master a subject and become an expert in that line. That is why the American School of Poultry Husbandry gives you knowledge you could never obtain for yourself.

We feel that we are doing the poultry raisers of this country a real service when we put before them this opportunity of learning Poultry Husbandry in their own home and at a minimum of expense—not an expense, really, as these lessons pay for themselves many times over and save you far more money in one season than you have to spend for the entire course. We believe we are doing the world a service when we are teaching the 'average poultry raiser how to get two eggs where only one was gotten before, and how to raise two chickens as economically as one formerly. We are glad that we have this opportunity of performing a real service to the poultry raisers and to mankind in general.

## **A BILLION DOLLAR BUSINESS**

The Poultry Industry of America has reached the almost inconceivable sum of a billion dollars a year, for this is the market value of poultry products raised. This is greater than that of oats, wheat, or cotton, and all the gold and silver mined in one year would not begin to pay the poultry raisers for their products. Yet in spite of this enormous production each year we import from foreign countries large quantities of both eggs and poultry.

There is no business that offers larger and bigger opportunities than poultry raising. Not only is the demand for eggs and poultry increasing more rapidly than the supply, but prices are better than they have ever been and going higher all the time. As the cattle ranges of the West become more and more restricted and the number of cattle and hogs gradually diminish, there will remain an even larger demand for poultry, for it is to poultry and eggs that the American people will eventually have to look largely for their meat supply.

It is one business where there is absolutely no chance of ever becoming overcrowded, for people will always eat eggs and poultry. It is a business in which the market is already created for your product. It is a business that assures health, wealth, and happiness. It keeps you out of doors in nature's sunshine where it was intended you should be. It means fresh air and exercise. It supplies you with the best of food for your own table—gives you an interesting occupation and a highly remunerative one.

**EASY TO START**

It is easy to start a successful poultry farm if you know how. If you do not have a thorough knowledge of poultry culture, however, you are no more apt to succeed with chickens than with any other business that you do not thoroughly understand. For many reasons the poultry business is more desirable than almost any other. In the first place large capital is not required. It is not expensive to feed poultry if you know how. You really have no selling expense as your market is awaiting you. You are assured splendid food for your own table. Not a great deal of time is required and every member of the family can help. It is certainly much healthier than office or other indoor work. Backed with a thorough knowledge of poultry culture you have every chance of success, but if you lack this knowledge it is just as easy to lose money and a lot of it in a very short time. Then why take chances?

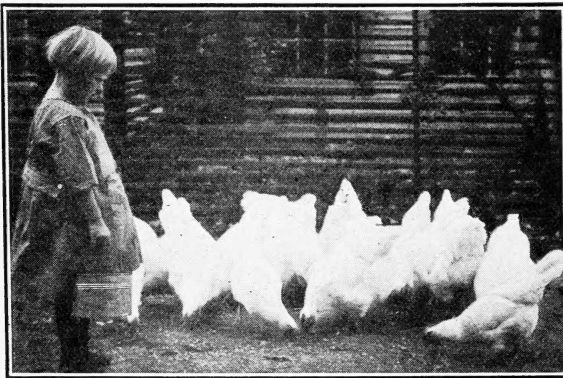
**FOR THE CITY MAN, CLERK OR MECHANIC**

For the man in the city the raising of poultry offers exceptional opportunities. If you feel the strain of the city life—if you want to get out of hot, stuffy offices or shops—if you want to breathe again pure, fresh air uncontaminated by smoke, soot or germs—if the sunshine, the fields, the brooks still call to you, harken to the "Call of the Hen," for she will make many of these things possible.

The city man has as good a chance raising chickens as anybody, many think better, for he is willing to admit his ignorance and study and learn. He realizes the value of knowledge and is willing to get it. "The City Farmer" has passed the stage of ridicule, for it is he who puts his poultry farm on a business basis and who nine times out of ten succeeds, for he has studied this subject. Some of the most successful poultry plants are owned and run by ex-city men. The possibilities of even a city lot can scarcely be estimated.

**SELLS 2,200 CHICKS FROM CITY LOT**

"I have hatched 2,200 chicks this spring, six hundred for myself, the rest for other people. I have already marketed 200 chicks weighing 2 and 2½ lbs. Will have 200 more ready in about two weeks, and all of this on one small town lot, and done by my own hands, not one bit of help. Fifty chicks would cover all I have lost in raising this amount.—Mrs. Elizabeth Gardner, Illinois."



**SURPRISED AT RESULTS ON CITY LOT**

"I never had young birds like I have this year. I am not sorry I have taken up the study and never will be. I learned more than I ever expected to. Every one who sees my young flock is very much surprised to see such large youngsters. I have some weighing 2½ lbs., cockerels crowing."—Leo Klupp, Wisconsin.

**Student No. 202432—We make back lot poultry profitable for Leo Klupp, Wisconsin.**

**FOR THE FARMER AND FARM WIFE**

The farm is the natural home of poultry, but unfortunately on too many farms they do not get the attention they deserve. They are merely a side line. The farmer and the farmer's wife need a scientific knowledge

of poultry culture as badly as anybody. Unlike other crops, poultry rightly handled will yield a year-around income. There are no off years—no bad seasons. Comparatively little labor or space is required. We urge farmers to put the poultry department on its proper basis and not let it be merely the means of a little pin money for the wife. With little effort, backed by knowledge, it can be made the most profitable department on the farm. It is far too important to be neglected.

Eggs and poultry are about the only farm products that have not declined in price. Therefore, the farmer can better afford to feed his grain to his hens to produce high priced poultry and eggs than he can to feed the same grain to his cattle and hogs to produce beef and pork.

This is indeed the "Year of Years" for poultry raisers—feed prices down and eggs and poultry prices high! Eggs sold this season round a dollar a dozen from Coast to Coast and in the big Eastern cities as high as \$1.35 a dozen. Everything on the farm is down in price except poultry and eggs. With feed prices so much lower there are bigger profits than ever in poultry. Now is the time to feed the cheap grain to hens and make big profits. Why raise live stock at a loss when you can raise poultry much easier and make more money? Thousands of farmers who are students of the American Poultry School write me they are making more money from their hens than ever.

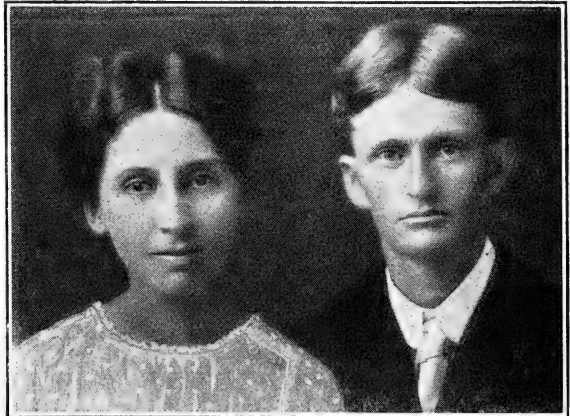


Student, Mrs. H. A. Hume.

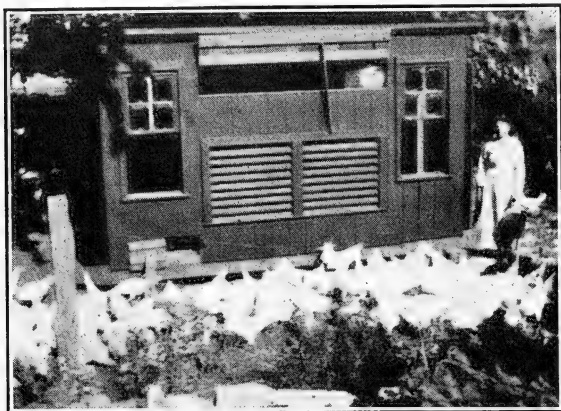
A Kansas farmer recently took a wagon load of corn, with side-boards on, to market, and along with it his wife sent a case of eggs. The farmer was surprised to find that he got several dollars more for the case of eggs than he did for the entire wagon load of corn that he had been all summer growing and cultivating through the hot summer's sun. He found it paid to use better methods in raising his poultry and in producing more eggs.

**FARMER MADE OVER  
\$2,000.00 LAST YEAR**

I did over a \$2,000.00 egg business last year. I surely have been successful with poultry since becoming a student of your school. Three years ago I knew absolutely nothing about culling, feeding for egg production, fertile eggs or housing. White Leghorns are no longer a side line with us. They are one of the main issues, as we realize more clear profit from our Leghorns than from any one grain crop, or the live stock raised on our 400-acre farm.—Mrs. H. A. Hume, Kansas.



Students No. 181264—Mr. and Mrs. H. A. Hume, Kansas. This course has made poultry more profitable to them than grain or live stock. Our students on general farms all make their poultry pay.



**Student No. 203966—Mrs. J. F. Dunkin, Missouri, wins blue ribbons and makes more from her poultry than her husband does from his farm.**

**SELLS \$1,456.26 IN EIGHT MONTHS**

"The first of January I had three hundred hens. I set 1,000 eggs and hatched about 700 chicks. I sold one thousand and one hundred ninety-eight dollars and sixty-four cents (\$1,198.64) worth of eggs from January 1st to September 30th, 1920. I have sold two hundred and fifty-seven dollars (\$257.62) worth of chickens from January 1st to September 1st. I still have 100 chickens to sell yet. Besides this I won four blue ribbons at one of our leading shows. Mr. Dunkin says I now make more from poultry than he makes from the farm. Thanks to your course."  
—Mrs. J. F. Dunkin, Missouri.

### FOR WOMEN

The Poultry Business has solved the bread winning problem for hundreds of women. There is no hard or laborious work in connection with a poultry plant that a woman cannot perform with a little extra help occasionally. Women are naturally fitted for poultry raising and bring to their work an interest that men often lack. Their maternal instinct and natural ability is a big help in raising little chicks. We have many women students and many very successful poultry plants are owned and operated by women. Backed by the knowledge gained from our course of lessons, a woman can take up poultry husbandry with every chance of success. No woman with a good poultry plant need ever fear the future, for she is amply provided for.

### MADE OVER \$1,000 ON 200 HENS

"I do enjoy your lessons so much and better still do I enjoy seeing better stock raised each year, that being the results of the lessons I have taken. I want to tell you what I did with 200 hens and pullets this year by following your instructions on feeding and housing, as well as mating. All together from the sale of eggs, baby chicks, broilers, cockerels and pullets I sold exactly \$1,324.62 from the first of January till August 1st and my feed bill was \$322.99 for the same length of time. The eggs alone amounted to \$490.92 besides the 276 dozen I set in the incubators. I have over 600 young chicks from one to eleven weeks old and all are doing fine. I know my success is due to the knowledge I have gained from your books and I would not part with them at any price."—Mrs. Chas. Rooks, Ohio.



**Student No. 191178—Mrs. Chas. Rooks, Ohio. Won prize for 100 per cent hatch, several thousand competing. Our lady students make good and make money.**

**FOR BOYS AND GIRLS**

The raising of poultry offers splendid opportunities for boys and girls to make a nice income. A good sized poultry plant can easily be taken care of with no time lost from school. Young people are usually much interested in such work and the money made and business experience gained is a big asset. Many are paying their way through school raising chickens and producing eggs.

The boys and girls on the farm are particularly well fitted for raising poultry and should be encouraged. It gives them spending money, a direct interest in farm life, and is the means of keeping them on the farm instead of running off to some poorly paid job in the city.

**GIRL WINS PRIZE, CUP AND RIBBON**

"I expect you know I have won a first prize, cup and ribbon, at the Contest. I will give all the credit to The American School of Poultry Husbandry, as every time I wanted to know anything I either asked you or went to my school books for it. Would you kindly design me a letterhead and envelope to write on and send it to me?"—Frances Mansfield (14 years old), Indiana.

**SCHOOL GIRL CLEARS \$1,592.65**

"As I am one of your Poultry Students I wish to write you telling you of the many ways in which we have made the price of our course. I am a farmer's daughter, fourteen years of age. We started the first of January with 500 Single Comb White Leghorn hens. We lost about 25 before we got your course. We lost them by wrong feeding. This year we fed according to the course, as near as we could, and the result was our hens have just now slacked up on their egg production. I am sending you the report of our record for this year, from January 1st to October 1st. This shows the cash income only, as we do not keep a record of eggs consumed at home:

Eggs sold.....	\$1,883.10
Poultry sold....	178.40
Total sales....	\$2,061.50
Feed cost.....	468.85
Net profit.....	\$1,592.65

—Virginia A. Kober, Missouri.



Student No. 283358—Virginia A. Kober, Missouri. Fourteen-year-old girl produces 3,908 dozen eggs in nine months. We have hundreds of boy and girl students making good raising poultry.

**FOR THE POULTRY EXPERT, EGG FARMER, OR HATCHERY**

There are many branches of the poultry business that offer great opportunities for money making. We can make a poultry expert of you so that you can successfully breed and specialize in Standard Bred poultry; keep hens by the thousands; manage poultry farms; engage in the day-old chick business; become a specialist in incubation, feeding, farming, housing, selling or shipping; conducting a commercial hatchery and dealing in day-old baby chicks; do extension work for State and Government Institutions; or obtain some one of the hundreds of good paying positions that are open for poultry experts. We can train you so that you are certain of success, no matter whether you engage in the business for yourself or fill a position for some one else.

**STUDENT OPERATED GOVERNMENT'S LARGEST FARM**

A. E. Anderson of Bellingham, Wash., is a graduate of this School. After completing our course he was called upon to establish and operate the largest government poultry farm in the United States. He was with this farm for three years and did his work in such a creditable manner that he was called to the Missouri State Poultry Experiment Station for a year. He has recently been with the Extension Department, Washington State Agricultural College. Mr. George R. Shoup, Poultryman in charge Poultry Department Washington Experiment Station said that "Mr. Anderson is the best informed poultryman by far that has visited this section this year."



**Our Graduate, Mr. Albert E. Anderson, giving poultry culling demonstration in the State of Washington.**



Mr. A. T. Flagg, County Agent, Lewis County, Washington, said in a circular sent out advertising culling demonstrations that "Mr. Anderson knows the poultry business from A to Z." Mr. Anderson says of this School:

"Since taking their course I have had the privilege of doing a great deal of building and their lessons on building saved me the cost of the entire course on a 20x20-foot poultry house. To any one in need of information on feeding (and most of us are) their lessons on feeding alone will more than pay the cost of the entire course on a flock of fifty hens, during one year, in increased production and lessened mortality. During my travels in various states for the past seven years I have found his methods in successful use by dozens and dozens of his students who are all loud in their praise of the school and its methods.



**SINGLE LESSONS WORTH COST**

"I am satisfied with the Course just finished. The Course is very interesting and there are single lessons worth the entire cost of the Course."—D. J. Kieldsing, West Virginia.

**EARNED AND LEARNED**

"I desire to thank you for the splendid Course in Poultry Husbandry which I have just finished. I feel that I have received more practical knowledge from your Course than I would from some college and it did not cost one-tenth as much. In fact, I earned and saved money while I was taking your Course. The last lesson is worth the price of the whole Course to anyone."—Weldon Wheaton, Ohio.

**VERY THOROUGH INDEED**

"Your Course in Poultry Husbandry is very thorough indeed, and after completing this Course, Success or Failure will depend entirely upon the

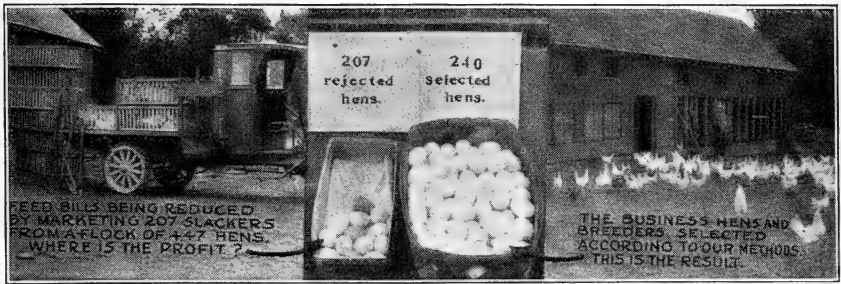
operator, and not on the information at hand."—S. E. Hostetter, Virginia.

**SAFE GUIDE TO ALL**

"As I now have finished my Course with your school, I wish to say that the cost of the Course does not begin to represent its true value. You surely will never be accused of obtaining money on false pretenses. It is a thorough Course and standing out all through it are the caution signals—the practice of economy—the small beginning and expanding."—C. L. Frost, Illinois.

**BETTER THAN COLLEGE COURSE**

"I am better prepared to make a success of the poultry business than I would be had I spent three years at the State Agricultural College. I have been well paid and sorry that it is ended. It is complete as possible and worth many times its cost."—Wm. McNeal, Iowa.



**Student No. 216—J. M. Grant, Indiana. This shows the result of his culling work. Many of our students make \$10.00 to \$25.00 per day above expenses culling farm flocks.**

### CULLED OUT SLACKERS AND POOR LAYERS

"Enclosed you will find the photographs of a flock of birds which I culled, and which were photographed by the County Agent, Mr. Hummel. Mr. Hummel, when his attention was called to this, said it was the best that he had ever heard of, and asked to be permitted to photograph the result, which you can see. This culling was at the P. A. Edward's farm one mile south of South Whitley, Indiana, and was done by myself, a graduate of your School, Mr. King, the attendant, said he wanted every non-profitable fowl removed from the flock. The result was I culled out 207 of the flock of 447 hens. Mr. King kept the 207 fowls for fifteen days before selling them. The 240 hens layed 396 eggs, while the 207, or almost half of the flock, layed 13 eggs. Does education pay during these times when the price of feed is almost out of reach of us?—J. M. Grant, Indiana.

Our faculty consists of men who have made a success in every one of the branches of the business mentioned above. They know the reason for successes and failures, and they put you on the road to certain success, no matter which branch of the business you undertake. Our faculty is not composed of a lot of impractical, out-of-date, theoretical poultrymen who have never made a success of the business for themselves, but they have all stood the acid test in their particular line and they offer you the benefit of experience and training that you can get from no other school in the world. We are familiar with the climate and problems of the Eastern and New England poultrymen, and we have spent months with the egg farmers and poultry raisers of the Pacific Coast. We have studied and solved the problems of the poultrymen in the cold climates of Canada as well as the warmer states of the South. We have men on our faculty who have produced poultry successfully in every section of the country, North, South, East and West, and we know the needs of every one of our students. This course and our personal service are worth hundreds of dollars, and in many cases thousands, to our students.

### A POSITION WAITING FOR YOU

We do not make promises that we cannot make good, but we know that we can place dozens of our best students in good paying positions each year. We are doing it at the present time. We have dozens and dozens of inquiries for competent poultrymen every year. The demand is far greater than the supply. No other branch of agriculture offers such great opportunities. At the present time not one man in a thousand who claims to be an expert poultryman is one who can raise poultry successfully in large numbers, and therefore you hear of many failures. We cannot recommend such men to good positions. If you wish to secure a good paying position, prepare for success by enrolling in the American Poultry School. We will do our utmost to land you in a good paying position, if you do not enter business for yourself.

We have dozens of letters like the following, but this will give you an idea of what our students are able to do:

# POULTRY RAISING IS SIMPLE, BUT YOU MUST KNOW HOW

## **LEARN FROM MEN WHO KNOW**

Our course of lessons is the result of years of experience and work, and was written with the sole idea of bettering the poultry industry. If we asked you to pay what this knowledge is really worth it would cost you \$500.00 to \$1,000.00. If we asked as much as some schools do in proportion to volume of text matter we would charge four times as much as we do.

### **MANAGING 700-ACRE FARM**

"Upon receiving your letter I wrote as you suggested, and as a result I will leave here in a few days to take up work on Dr. McAlpine's 700-acre farm in New Jersey. I appreciate, very much, your kind consideration and help."—H. E. Archibald, Illinois.

### **POSITION WITH FEED MANUFACTURER**

"I have one thing to be thankful for, and that is the day that I enrolled for

your valuable course I have secured a position here with the largest manufacturer of poultry feeds and I have had great success."—C. A. Evans, British Columbia.

### **CARING FOR 10,000 HENS**

"I have secured employment on a commercial egg farm which has about 10,000 head of poultry. I am pleased more all the time with the Course."—Dan Knowles, California.

## **EQUALLED BY NO OTHER SCHOOL IN THE WORLD**

Our lessons cost more to print than those of any other correspondence school in America, charging three times as much as we do for our course. We know that no lessons have had more work put on them than ours, and none were written by men as well qualified to teach this subject. We sell our course for less money and we guarantee that it contains three times as many printed pages, five times the illustrations, and ten times more down-to-date, tested, proven, helpful facts and methods than given in any other course or correspondence school in the world.

## **FACTS ABOUT THIS SCHOOL**

Learn at home.

Direct personal help.

Students in 48 states.

And 19 foreign countries.

Experts to guide you.

Hundreds of illustrations.

Has stood the severest test.

The oldest Poultry School.

Your own success guaranteed.

Backed by 25 years experience.

Seven years successful existence.

Over 27,000 prosperous students.

Instruction covering every subject.

Brings out the best there is in you.

Nearly a million dollars in tuitions paid.

Not theory, but positively proven methods.

Newest, best, most complete instruction.

Largest staff of competent instructors.

Used and recommended by 27,000 pleased students.

More poultry students than all other poultry schools in the world combined.

Prepared thousands for good positions, better salaries, and increased profits. Can do the same for you.

## **IF IT'S WORTH DOING, IT'S WORTH DOING WELL**

Our thousands of students wonder how we can give so much for so small a price. No school has more enthusiastic students and no school offers half as much as we give. No school backs up its course by so broad a guarantee. If you are not satisfied—if you think you have not gotten many times value received, your money will be cheerfully refunded to you, as per our guarantee. This shows our faith in our School.

## **IT'S KNOWLEDGE THAT COUNTS**

It's the knowledge you bring into use in the management of your poultry that will determine your success or failure. It is a mistaken idea that anybody can raise chickens. Anybody can if they know how. The chance



for loss is too great for you to start without knowledge unless you have money to waste buying experience. Our course is an insurance against loss—it is a protection for the money you invest. It may mean the difference between success and failure and from a business standpoint the price we ask is certainly small enough. You could not invest any part of the sum you expect to put into poultry and equipment to better advantage, for not only will it show you how to make what you have to spend go farther, but how to make it pay the biggest profits.

There is not one single reason why you should not enroll and a thousand why you should. We have purposely made the price so low and the terms so easy that everybody may have the benefit of this knowledge. We want to help you save money, not spend it.

### **EARN WHILE YOU LEARN**

The American School of Poultry Husbandry was founded in response to a rapidly increasing demand for down-to-date, practical instruction in poultry raising on the part of those busy people who can afford neither the time nor the money to attend some college or university for from two to four years—for those who, through necessity or choice, desire to “earn while they learn.” The American School of Poultry Husbandry is devoted **exclusively to Poultry**. Its Course in Poultry Husbandry is not a “side line”; it is the **sole business** of the School. The Correspondence Course offered by the American School of Poultry Husbandry is the most **complete and practical** offered to the public. This we guarantee. You to be the judge.

The courses here offered give you in fifty-three lessons practically all that you could get in a four-year college course, and also tenders the personal assistance and advice of a staff of poultry specialists of national repute, even after you have completed your course and received your diploma. Each student who takes the course receives personal attention and advice through personal letters from the world's best experts and most successful poultrymen.

### **CORRESPONDENCE INSTRUCTION VS. RESIDENT PLAN**

It behooves the individual considering enrolling for some correspondence course to carefully investigate before investing his hard-earned funds. The correspondence school of honest intent and purposes, having a systematic and carefully devised and conducted method of teaching, can and does give to the willing, intelligent student opportunities fully equal, if not superior, to those of the resident school, and at far smaller expenditure of the student's time and money.

Many persons who have the desire to study and advance themselves cannot afford to do so in a resident school, for the cost of tuition, text-books, board, etc., with nothing being earned, makes it prohibitive, in too many cases. For such, the properly conducted correspondence school is his salvation. The instruction given by mail should be the same as that received in the class room—differing only in the method of conveying same, and in the handling of the student. The student pays only for the actual instruction received, and can utilize his spare time, continuing to earn a living in the meanwhile, and can progress as rapidly or as slowly as desired or as regulated by conditions.

Another matter not to lose sight of in this connection is that the price asked for our course includes all expenses complete, including text-books. At a resident school, besides the tuition, you have room and board, incidental expenses and must also buy expensive text-books for the course of study. The tuition alone, in nearly every case, is several times the price asked for our entire course.

### **WHAT DOES THOMAS A. EDISON SAY?**

Thomas A. Edison educated himself in spite of every kind of handicap. He stayed up half the night to study. He said, “Instruction by correspondence is the cheapest and best way for the poor man.”

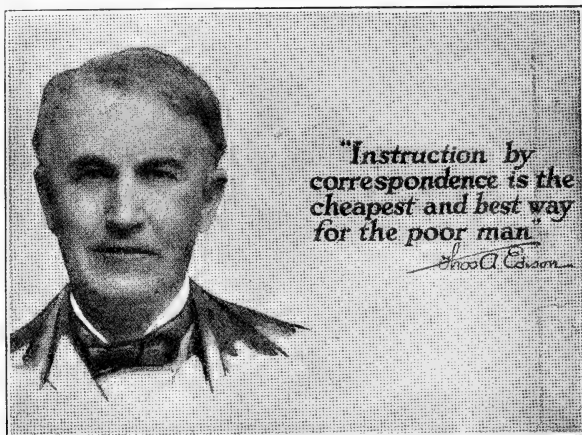
John Mitchell, the great labor leader, got his training after working long hours every day in a mine. He said, “I've often thought if I could have

had the opportunity of a correspondence course when a boy, it would have saved me many a sleepless night."

Like Edison and Mitchell, nearly every great poultryman has made himself so because of ambition and determination to improve his time by reading and studying good and dependable literature such as we furnish you. If you do not say that you never saw so much useful poultry information as is crowded between the covers of the many books which we furnish with our course, then you will be our first disappointed student.

### DID YOU MISS A COLLEGE TRAINING?

A good education is to be desired, but there is no need to be ashamed if you did not get one. Ninety-seven out of every one hundred American men and American women have gone without. Some people have a mistaken idea that you are compelled to graduate from a University or Agricultural College to be an educated or successful man. It might be well for you to remember that many of our famous men were once poor boys and never had a college education. A good education is desired and you should strive to get it, but—



Thos. A. Edison, our greatest inventor, gives valuable advice which is worthy of your consideration. An article recently published in a leading newspaper stated that the average cost of the Senior Class at a leading college is \$4,076.00. Most people can't afford to pay the cost of such a course.

### THESE MEN HAD NO COLLEGE EDUCATION

Thomas Edison, our greatest inventor; Abraham Lincoln, our greatest statesman; Commodore Vanderbilt, who gave us our railway system; Horace Greeley, our greatest journalist; Walt Whitman, our greatest poet; Henry C. Frick, head of the steel industry; Cyrus H. K. Curtis, richest publisher; Theodore N. Vail, head of the largest telephone organization in the world. and James J. Hill, the greatest railroad transportation genius, never went to college but were educated in the home.

The late President Harper of the University of Chicago summed up the situation in these often-quoted words:

"The work done by correspondence is even better than that done in the class room.

"The correspondence student does all the work himself. He does twenty times as much reciting as he would in a class where there are twenty people. He works out the difficulties himself, and the results stay by him. In resident work, with the teacher at his elbow the information comes easily and quickly and often goes just as quickly."

The late Ex-President Roosevelt once said:

"I look upon instruction by mail as one of our most wonderful and phenomenal developments of this age."

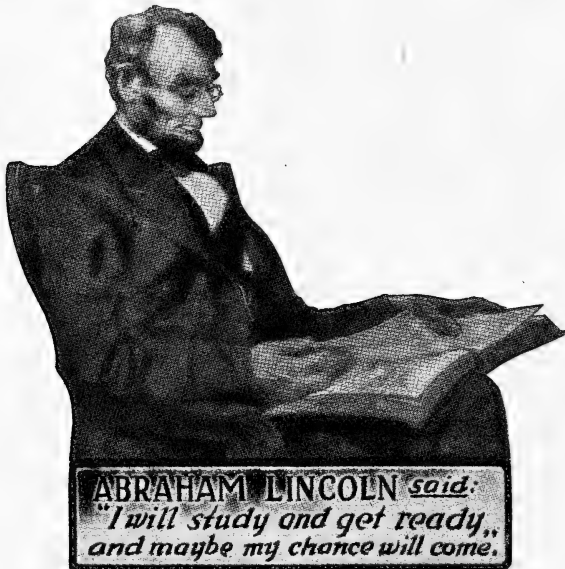
If you will do as our lessons direct and as we instruct you, then apply that knowledge gained, there is an opportunity for you to become as great a poultryman as anyone living today. Some men never succeed, no matter how good their training. If you can read and write and have a reasonable amount of common sense, we can make a successful poultryman of you.

### YOUR OPPORTUNITY

Now is the time to satisfy your desire to know the facts and principles involved in handling poultry successfully. You may earn while you learn. The opportunities for converting the scraps of the table into eggs, or for the handling of a few acres devoted to the keeping of hens, or for success in handling hens by the thousands, were never better. You need preparation, even to handle a flock on a city lot. Here is the **opportunity of a lifetime** to reach the goal of your ambition. Take advantage of it now. "Earn while you learn." Prepare for success in a business which is today bringing health, wealth, independence, and prosperity to thousands.

### YOUR CHANCE WILL COME

Born in a log cabin, Abraham Lincoln had little chance for an education. But he studied at home. He said, "Some day my chance will come." He got ready and his chance did come. So will your chance come. Some day you will be able to get a good poultry position or you will be in a position to succeed for yourself. If you are ready, the opportunity will knock at your



door. No matter if your schooling is limited—if you do have to work long hours. We can train you at home during spare hours. Every month American Poultry School students are reporting promotions and greater success with their poultry and that we are saving them from many costly mistakes and helping them to make money since they adopted our methods.

Abraham Lincoln said: "I will study and get ready and maybe my chance will come."

## Here Is What You Get

**T**HE COMPLETE Correspondence Course in Poultry Husbandry given by this School consists of fifty-three profusely illustrated and carefully worded lessons, covering thoroughly and practically every phase of the poultry business. Each book is a complete reference volume of 64 to 140 pages, profusely illustrated, carefully printed, durably bound. The questions are graded and returned with a personal letter commenting on the answers, giving advice, etc. These personal letters alone are well worth the price of the entire Course. No student is required to pass an examination on the questions unless he wishes to do so. The books are to remain your property and be kept by you as reference books after the course is completed or paid for.

**1st—COURSE A.** A complete, practical Home Study course of instruction in Practical Raising and Breeding, given by mail and studied at your convenience. Consists of 38 lessons prepared by some of the world's leading poultry experts.

**COURSE B.** A Judging and Breeding course which covers fully in 25 complete lessons the entire subject of Judging, Breeding and Selecting for exhibition as well as egg production qualities.

**COURSE C.** A combination of the Courses A and B, which consists of 53 lessons as above outlined.

**2nd—TWENTY-TWO OR 27 BOOKS THAT ARE YOURS TO KEEP.** All the books and lessons required in the course are furnished free. Books of priceless information and which, if bought separately, would cost more than the price of the course. These books include the lessons and give you a complete poultry library. Each one is fully illustrated and covers its field.

**3rd—A FREE MEMBERSHIP** in the Personal Service Department of the School. This membership entitles you to personal help and assistance in overcoming any troubles you may have. One letter of special advice covering your own trouble may well be worth the price of the course. In fact, many students say they have more than gotten the price of the entire course out of one letter. This service is free for life.

**4th—FREE SERVICE FROM OUR EMPLOYMENT DEPARTMENT.** We have a large number of calls for trained poultrymen to run large poultry farms, at salaries from \$1,200 a year up to \$5,000, and even more. If you want such a position our Employment Department will be glad to help you without charge.

**5th—INDIVIDUAL AND PERSONAL INSTRUCTION.** When the student's examination is received it is carefully examined, criticised and graded by an expert, then returned with such personal criticism, counsel and advice as we feel is necessary. Our staff is ready at all times to furnish unlimited personal advice and solution of problems for our students.

**6th—DIPLOMA.** On completing the Course and earning the required percentage the student is entitled to a diploma certifying his proficiency.

**7th—A. P. S. COACHING.** Even after you have completed our Course of Instruction we continue individual coaching and without time limitations, until the student is satisfied and successful. The Course is designed to meet your personal needs. You are certain to be pleased and benefited.

**8th—YOUR MONEY RETURNED IF YOU ARE NOT SATISFIED.**

### WHAT WE TEACH

The course of lessons of the American Poultry School covers every phase of the subject. It is a complete education on the science of poultry culture. We teach only the one subject and our course of lessons is not a side line to any other. All of our efforts are directed toward giving our students thorough and practical poultry instruction. Our interests are not divided. We claim to be experts only on poultry. We will give you instruction which you can get nowhere else. Our course is larger, fuller, more complete than that of any other school. This we guarantee. You would have to attend an agricultural college and a good one at that to gain such a poultry education as we give you. We are pioneers in this field and we are the oldest and largest poultry school in the world. This course is successfully used and recommended by 27,000 students in 48 states and 19 foreign countries. This is the best evidence that there is no other school or course in the world equal to this.

### HOW LONG DOES IT TAKE?

You can complete the Course in two months to one year, if you spend a reasonable amount of your spare time studying daily. You begin to get immediate benefits. We outline your work and give you a method that you can immediately put into practice so you get immediate benefits. You don't

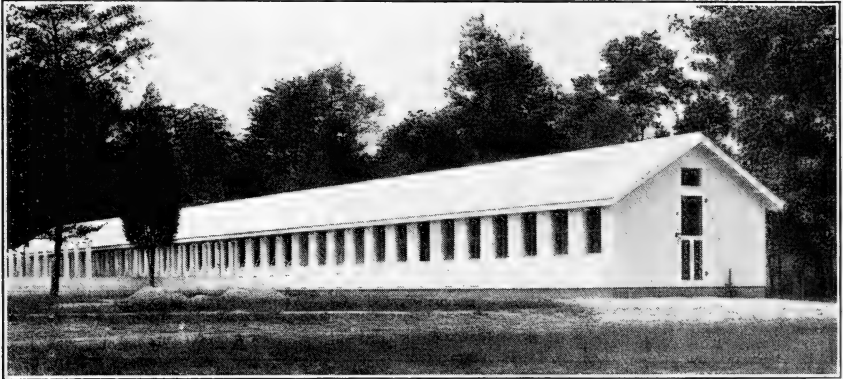
## AMERICAN POULTRY SCHOOL, KANSAS CITY, MO.

have to wait a day after you start our course. However, you are given unlimited time in which to complete the Course, if necessary. When finished this course will completely equip you for a variety of positions, in case you do not care to go into the business for yourself. You will be equipped for positions on large poultry plants, teaching, lecturing at farm institutes, poultry journalism, and other branches of the business. The demand for trained workers in every branch of the industry is far greater than the supply.

### **SHOW GOOD JUDGMENT BY GETTING YOUR MONEY'S WORTH**

We ask you to compare our Course with any other that is being offered anywhere in the world. Many of our students say they don't see how we can give so much for the money. If you do not say that our Course is more practical, more helpful, more modern and up-to-date than any other that costs you more, we will gladly refund your money. If you do not say that the American Poultry School Course is several times as valuable and helpful as some other which costs you about as much as ours, we will give you the American Poultry School Course free of charge. If you will compare our lessons with any others, we are sure you will enroll in the American School of Poultry Husbandry.

Some Correspondence Schools offering Courses in Poultry Husbandry have simply taken a \$1.50 poultry book and divided it into eight or ten pages to a lesson, and charge from \$25.00 to \$40.00 for such a course; others take a \$1.50 out-of-date poultry book and sell it to you for \$15.00, with



Partial view of U. S. Government Poultry Farm near Washington, D. C. The results of the work done at this farm and experiment station are available to our students

about one hundred questions that are not very practical; others offer a voluminous course that was written from six to ten years ago and most of their theories were out of date long since, yet they charge practically twice the cost of our Course.

On the other hand, the American Poultry School's Complete Course contains fifty-three complete lessons that have just been written and published for the first time; there are over two thousand printed pages and about one thousand drawings and halftone illustrations. These books are being constantly revised and improved. We try to keep in constant touch with the latest and most important developments at every Experiment Station in this country. If you will compare these courses you will take that offered by the American Poultry School.

We can show you hundreds of our students who are on the sure road to success today who had no previous instruction in poultry husbandry. When feed was cheap and conditions different, you could throw out feed to you hens; you could make a lot of mistakes, and you could do reasonably well with haphazard methods. There was never a time in the history of the world when it paid better to spend a little time and money in learning the business than at the present moment.

**HERE IS THE UNSOLICITED TESTIMONY OF STUDENTS WHO HAVE  
COMPARED OUR COURSE WITH OTHERS AND WHAT EACH  
HAS TO SAY ABOUT THE AMERICAN POULTRY SCHOOL  
COURSE AND OUR PERSONAL SERVICE**

**FAR SUPERIOR TO OTHER COURSE**

"I have been out and compared your lessons with those of another noted Correspondence School, and must say your work is far superior in every respect."—Amos S. Jones, Kansas.

**CHANGED HIS MIND**

"Mr. Quisenberry, I always made fun of Correspondence Schools. While at college I thought that no one but a fool would take a Correspondence Course. Your Course has entirely changed my ideas along that line; I now believe that a good Correspondence Course is the best training that a person can have. While at college I studied mostly to pass in my examinations; today I am studying to learn."—Your Student, Alfred LaGrandeur, Wisconsin.

**OUR LESSON BETTER**

"I looked over some of the lessons of the \_\_\_\_\_ School. Your lesson on 'Poultry House Construction' is far ahead of anything they had."—Edward W. Putney, New York.

**INCREASED FLOCK AND MADE BIG PROFIT**

"We have completed and put into practice your Complete Course in Poultry Husbandry and know its benefits. Below is what 75 hens and pullets did for me during the past year when I used your methods:

200 select hens and pullets @ \$2.50.....	\$500.00	
Poultry products sold.....	293.25	
Poultry and eggs used for food .....	100.00	
<b>Total income .....</b>	<b>\$893.25</b>	<b>\$893.25</b>
Feed for 75 hens @ 1/2c per hen per year.....	\$140.00	
Feed for 125 chickens for 120 days .....	75.00	
Losses by death and accident .....	20.00	
Value of old stock.....	150.00	
<b>Total expense .....</b>	<b>\$385.62</b>	<b>\$385.62</b>
<b>Net profit .....</b>	<b>\$597.63</b>	

"We sold the cockerels at broiler age and had about 150 pullets free of cost up to that age. No so bad, do you think, when you consider that the flock was kept under just average farm conditions, and only the second year of

**WOULD NEVER PART WITH COURSE**

"I have a flock of White Wyandottes that lay at the age of five months, raised the 'Quisenberry Way,' which makes every hen pay. I am very much pleased with the books I have received from you, for they are of such great help and of such great value to me that I would never part with them."—Martin Krohn, Illinois.

scientific methods as per the 'Quisenberry Way'."—A. C. Bevis, Ohio.

**NO UNNECESSARY WORDS—EVERYTHING OF REAL VALUE**

"Your Course is far superior to one that I took in another School. There is no filling-in of unnecessary words to make bulk; everything is of real value. To say I am agreeably surprised is putting it mildly."—W. F. Fitzer, New York.

**BEST IN WORLD**

"I believe the American School of Poultry Husbandry the best Correspondence School in America, and that means the best in the world."—T. Schaibly, Pennsylvania.

**VALUES COURSE AT \$1,000.00**

"When I thought of taking your course it seemed a little high in price, inasmuch as I had taken a poultry course in another school, but ask your pardon, for I am willing to pay you all you ask for it. I think I have received value worth \$1,000.00 or more, and I am in the height of my glory that I took your course."—William B. Suttiff, Pennsylvania.

**UNEQUALED BY ANY OTHER SCHOOL**

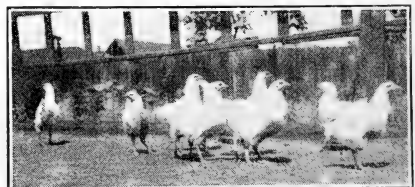
"I will say that I am well pleased with the course and have derived a great benefit from same. I think that any person who keeps chickens for any purpose would do well to take up this course, and I will say that I don't think that there is anything to equal it in any other correspondence school. I can truthfully say that I owe this success to knowledge gained by studying the course from the A. P. S."—E. A. Rossman, New Jersey.

**WANTS BOTH COURSES**

"Please inform me how much it will cost me to take the Judging Course. I have received so much benefit from the Practical Course that I would like to take the Judging Course also."—Stanley Igoe, Ohio.

**HAVING FINE SUCCESS**

"I think your Course is the finest thing of its kind in the universe. I would not take \$500.00 for what I already have learned. Since taking your Course I am having fine success and am going into the business more extensively."—R. D. Miller, Oklahoma.

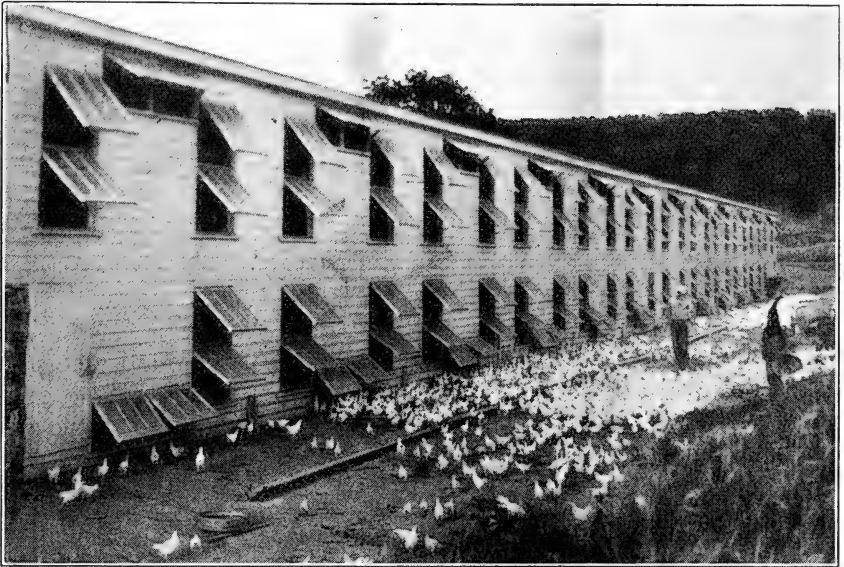


# AMERICAN POULTRY SCHOOL, KANSAS CITY, MO.

## U. S. GOVERNMENT ADOPTS AMERICAN POULTRY SCHOOL COURSE

**W**HEN the U. S. Government War Department was looking around for a course on poultry husbandry to use in its vocational training department in reclaiming soldiers, who were stationed at the U. S. Disciplinary Barracks at Fort Leavenworth, it chose the course of the American Poultry School. These young men are trained in poultry raising, dairying, farming, mechanics, factory work and other vocations.

In connection with this Barracks there is maintained the largest Government Poultry Farm in this country. They have brooded as high as 45,000 chicks at



One of 21 large houses on the Government Poultry Farm at Fort Leavenworth, where the course and methods of this School are used. This is a Government institution and is one of the largest and best poultry farms in the world. This School co-operates with this farm and our students get the benefit of facts and information developed there. It contains many houses like the above, besides much other equipment of the most modern kind.

one time and had as many as 35,000 laying hens. They have 21 houses over 200 feet long, each accommodating 1,700 layers or over 5,000 baby chicks at brooding time. The work on this farm is under the direction of Judge John Zimmer and Major Polk. These soldiers are being taught to raise poultry the "Quisenberry Way." There are 1,500 to 3,000 soldiers at this Barracks at one time.

When this farm was first established, the Government called on a graduate of this School to superintend the hatchery, rearing and building and he remained at the farm until employed by the Missouri Experiment Station in a similar position. Our course satisfies no matter by whom or in what way it is used. It is endorsed and recommended by the highest authorities in all parts of the world.



### IS A WONDERFUL SCHOOL

"I work for the government during the day, but I am willing to do all that I can to help you and further advance the good work of your wonderful School. I must say the books I have had have done me a lot of good. I am talking and trying to persuade others who have lately bought homes to take your course. I shall always speak a good word for you and your valuable School."—James W. Garnett, Maryland.

**WE SUPPLY THE LATEST AND BEST INFORMATION**

Besides the work done at our own Experiment Station, the School keeps in touch with the experiments being conducted by all the leading Experiment Stations in all parts of the world, and gives you at all times the benefit of the latest and best information to be had. Each student has the benefit of this expert counsel at all times.

It is the aim of the American Poultry School to get the best practical information in our course that it is possible for us to obtain. Many institutions fall into the rut of fads and hobbies, and when a person goes to them for information he gets but little, if anything. We are in constant touch with all poultry experiments, as well as appliances being manufactured, and through the high class practical ability of our faculty we are able to offer students the best from all sources. Students of the American Poultry School will find our course extremely practical and only methods recommended that have been tried out and found dependable.

**SUPERIOR TO UNIVERSITY COURSE**

"As a preface, I may say I have been raising chickens three years. Took University of \_\_\_\_\_ Course, and Providence of Alberta Course, but never found exactly what I wanted. The first five lessons are far superior to either of the University Courses I mentioned."—T. R. Moss, California.

**FONDEST HOPES FULFILLED**

"One year ago I was dubious about correspondence study, having heard so many knocks about how they get your money and then forget you or send some trashy stuff to study. This may be true with some schools, but not with the A. P. S. You have fulfilled my fondest hopes this past year, and I want to be grateful and acknowledge it. The lessons are clear and concise, easily understood and with plenty of time to study and practice. I have

not availed myself of the privilege to write for any information, because the lessons are easily understood and cover the subjects."—J. A. Wilkens, Ohio.

**COURSE OF INSTRUCTION UNBEATABLE**

"I am a graduate in Poultry Husbandry of the University of \_\_\_\_\_, but want you to know for real knowledge of most use to the practical man, your Course of Instruction is unbeatable. Everything you send me is absolutely the best of its kind."—J. S. Wheeler, California.

**EASY TO LEARN BY MAIL**

"Your course is sure fine. Would not take anything for it. Have had fine success, and you sure can learn by mail just as easy as going to an Agricultural College if you enroll in the right school, and I think the A. P. S. is the best."—Geo. Mann, Arkansas

**IF WE CAN'T HELP YOU, WE DON'T WANT YOUR MONEY**

We could give you a lot of "hot-air" stories about the wonderful profits in the poultry business that might induce you to enroll, but we don't want your money that way. If we didn't think we could help you, if we were not positive that we could save you from financial loss and perhaps save you from sinking a lot of money in the poultry business, if we did not feel that we could help you to avoid a lot of mistakes and teach you a lot of things that you should know and that you can get in no other course nor in any other school or literature, we would not want your money. We have nothing to misrepresent. We would like to have you on our "roll of honor" as one of our progressive and wide-awake students, but if we did not feel and know that we could help and benefit you we would not ask you to enroll. There are thousands of people who cannot attend or avail themselves of the advantages of an Agricultural College to where there is one who can. It is not necessary for you to give up a good position or to sacrifice your income or your present business to take this Course. You can get just about as much training and information from the American Poultry School Course as you can from attending any Agricultural College or University; in fact, you can get more than at 90 per cent of them and at one-tenth the cost. Very few Colleges and Experiment Stations have poultrymen in charge of them who are the equal of Mr. Quisenberry or who have had the experience he has. This School has the benefit of his experience and his counsel, besides a corps of experts in various lines of poultry work that is equaled by no other school, university or college in the world.



## Personal Service Given Each Student

HERE IS WHAT SOME OF OUR STUDENTS HAD TO SAY ABOUT THE PERSONAL HELP GIVEN THEM

### VALUED BEYOND ANY SET PRICE

"The knowledge I have gained from the course and the encouragement derived from your letters are beyond any set price. With best wishes for success of the A. P. S."—Robt. Maguire, California.

### PERFECTLY SATISFIED WITH COURSE

"Wish to say that I am perfectly satisfied with your course and kind treatment. I sincerely hope the completion of my course will not be the end but the very beginning of our acquaintance."—F. J. Clovel, Colorado.

### PLEASED WITH PERSONAL ATTENTION

"I was highly elated at your personal attention to my lessons and personal inquiries, as that is something quite unusual in most correspondence schools"—A. S. Davis, Alaska.

### SUCCESS FOLLOWED PERSONAL INSTRUCTION

"Your personal service is most valuable. I wrote you about my sick hens and followed your directions sent me in your personal reply and have not had a sick chicken since."—Henry Reutner, Illinois.

### BEATS ANYTHING HE EVER STUDIED

"I wish to state that I am more than satisfied with the instructions that you have furnished me, so much so, that words really fail me when I try to tell you. I wish to say that it has been a great pleasure to me to be a student of your school—your methods of teaching are fine—that lesson on the Principles of Mating and Breeding is sure a grand lesson. I read it over and over and the more I read and study it the more I prize that work. It has anything I ever studied beat a hundred years."—Chas. N. Metz, California.

### FACULTY WORTHY NAME OF 'GENTLEMEN'

"I wish to say that no men on earth are more worthy of the name 'Gentlemen' than those who are at the head of your institution. You have treated me very generous indeed, and I shall always remember it."—Solomon Rodkin, Colorado.

### A. P. S. SYSTEM HAS THEM ALL BEAT

"Thanks for your prompt answer to my personal questions. I have tried other systems; while some are very good, the A. P. S. has them all beat."—Will A. Piper, Iowa.

### MADE A SUCCESS OF THE CHICKEN BUSINESS

"No doubt you will be interested to know that I am making a success of the chicken business. Last year 500 laying hens paid me \$1,000.00 above cost of feed, labor, interest on building, etc. This March I started with 6,000 baby chicks that are now seven weeks old and they are the finest looking lot I have seen anywhere around

the country. Full feathered and as slick as wax. My roosters are crowing at five weeks old and some of the pullets are beginning to sing. Thanking you for the many favors. Sincerely yours."—Mrs. A. F. Leight, California.

### NOT A MONEY GRABBING INSTITUTION

"Just received your letter and Grade Certificate for my last examination. I must say that I am more than satisfied with the way you watch the little mistakes and points in these lessons. It shows that you have the business at heart and are trying to do your very best to see that I get my money's worth out of the Course. Put me on record as saying that the A. P. S. is not a money grabbing institution, but one that has the welfare of its students at heart, doing all they can to give students the best poultry education with utmost care."—R. L. Steely, Ohio.

### APPRECIATES PERSONAL LETTERS

"I assure you I appreciate very much your personal letters, etc., and personally. I think that the course thus far is worth every cent of the money. I wish I had had lesson one when I built my buildings here, but I think that I can make good use of it in the future, as we are planning on several new buildings."—M. A. Schmidt, Minnesota.

### COURSE OF GREAT BENEFIT TO HER

"I hope that I can repay you for all your kindness. The course has been a great benefit to me."—Mrs. D. Louis Rush, Missouri.

### MORE EGGS AND MORE PROFITS

"Your course in Poultry Husbandry is so thoroughly scientific and correct that we have been greatly benefited since enrolling in your school. Your lessons have prevented us from using haphazard methods, as we have so often done heretofore, and as a result, our chicks are growing better, our hens are moulting better, we are getting more eggs and more profits than ever before. Why, your lessons on 'The Baby Chick,' and those on 'The Science of Feeding,' are worth the price you ask for the entire course, to say nothing of the benefits the students receive by your voluntary letters of correspondence."—Mr. and Mrs. A. H. Bullis, Oklahoma.

### A. S. P. H. RUN TO ASSIST STUDENTS

"I wish to thank you very much, Mr. Quisenberry, for the kind letter you sent me, as it has helped me very much, and now believe more than ever that the American School of Poultry Husbandry is not run just for the money it can get out of the people, but to give everyone their money's worth, and more, too, in the way of teaching any one who is willing and anxious to learn how to keep poultry in the most thorough, practical way that I believe it possible to do."—Wm. Naab, New Jersey.

BE SURE YOU ARE RIGHT THEN GO AHEAD

## You Get a Complete Poultry Library



THESE GREAT BOOKS ARE YOURS TO KEEP  
THEY ARE FURNISHED FREE WITH EACH HOME STUDY COURSE

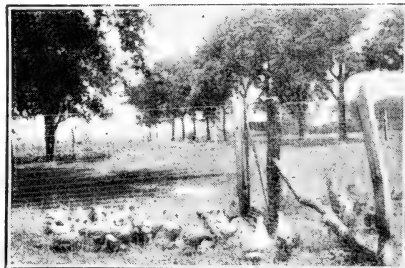
Don't take our word for it. Read what our students say. Compare these books and lessons with any other course in the world. Get our personal service and help and if you do not say that we give you far more for your money than any school in existence, we will gladly refund every cent of your money and our course costs you nothing. Can we make it stronger?

If it is practical, helpful, dollar-coining information that you want, you can certainly get as much from the American School of Poultry Husbandry as you can get anywhere in the world. The cost is not much more than the price of a case of eggs or a dozen medium priced hens. The man or woman who cannot afford to take this Course for the price and on the terms on which we offer it, cannot afford to raise chickens, even in a small way.

### CAN NOW BREED PRIZE WINNERS

"I am glad to tell you of my success this season with my Royal strain of B. P. Rocks. I have been to three shows and won twenty-three ribbons, thirteen of them being firsts and eight seconds. I am mighty proud of my birds and have not been able to supply the demand for both breeding birds and hatching eggs. I can say also that I would not feel safe with such fine birds without your course as a guide. The book on Diseases alone is worth all the course cost me, and I feel that my success in the show room is due to knowing how to feed and condition my birds, which I learned from the 'Quisenberry Way.' It might also interest you to know that I have more than paid for my course culling hens for my neighbors, besides having the pleasure

*Page Twenty-four*



of culling my own. I can also get more eggs by feeding the 'Quisenberry Way' than my neighbors do when feeding egg tonics. It has paid me big to take the course."—J. E. Colegrove, Kansas.

## Cost Small—Terms Easy

**T**HE VERY lowest prices at which American Poultry School Courses can be offered are mailed you with this catalogue. A big reduction is made for cash or liberal terms are offered on the installment plan. If the price were \$100.00 for each course, it would still be the very best investment anyone in earnest about the poultry business could possibly make. Whether you are a beginner or an "old-timer," a farmer or a town-lot breeder, this Course will save you many times the price every year that you attempt to raise poultry. The enclosed enrollment blank gives you the lowest price that it is possible to make for this course and for years of personal aid.

### WHY MAKE MISTAKES AND SUFFER LOSS?

It is a mistaken idea that many people have that any one can go into the poultry business and get rich quick, or even make a living, without having had a lot of experience or else getting their training from someone who has had the experience. But it matters not how much experience you have had, there are hundreds of facts told in these lessons that you will get in no other school, nor find in any other literature. Every lesson which this Course comprises is crowded with practical information, which you can put into immediate practice. The loss of a single brooder of chickens, the destruction of a single incubator of eggs, the waste of feed, shortage in winter egg-production, improper mating, death from disease of only a few fowls, unnecessary waste of labor, faults in housing—any one of the numerous mistakes which you are almost certain to make in the course of a single season, will more than pay for your Course in the American Poultry School. Then why run the risk or take the chance of failure? Why not let us try to help you make success more certain?

### ENTERPRISES OF THE SCHOOL

**The American Poultry School**—an efficient Course in poultry husbandry by the correspondence method by which students in every state in the Union and nineteen foreign countries are being supplied with valuable and dollar-saving information.

**The American Poultry Experiment Station**—a well equipped experiment station where experiments and poultry investigations are made in the interest of the students of this School. We propose to make this the best in the world.

**American Poultry School Demonstration 10-Acre Model Farm**—We have demonstrated that a one-man five or ten acre farm can be made a paying and highly profitable enterprise. One of our demonstration farms is that of Professor C. T. Patterson at Springfield, Missouri, who is one of the instructors of this School. Here we show one of the best arrangements and most convenient plans for a ten-acre farm. He is also demonstrating the best method of handling same. He also has a city lot plan in operation on this farm to demonstrate the best arrangement of houses and yards for city lot poultry raisers. This is a practical demonstration breeding farm.

During the past year Professor Patterson produced a flock of Leghorns which averaged 218 eggs in twelve months. This was nearly three times the eggs produced by the average farm flock. These birds won sweepstake prizes for the best exhibition birds at various shows. That is combining utility and beauty in accordance with the methods which we teach.

**The American Egg Laying Contest**—Where hundreds of valuable hens are sent in by students and by the general public to be trap-nested, scored, registered and tested for White Diarrhea.

## MONEY BACK IF NOT SATISFIED

**E**VERY student who enrolls in the American School of Poultry Husbandry must be satisfied. Whether you pay cash in advance or enroll on the installment plan, if upon completion of the Course you are not **entirely satisfied**, both with the Course and the assistance given you, we will make an effort to give you satisfaction in every way or your money will be **promptly and cheerfully refunded**.

We have gone to great expense to prepare this Course, and it is only fair that we be given a chance to prove its value to each student. The only requirements which we make are as follows:

The student must make his complaint in writing and must give the American Poultry School time and opportunity to adjust the difficulty and, if possible, make satisfactory the points claimed in the student's statement. It is agreed that you must deal as fairly with us as we do with you. You must show justness of your claim and give us an opportunity to make the same satisfactory to you.

We have thousands and thousands of poultry students in forty-eight states and nineteen foreign countries, and we have yet to hear one say we did not give him his money's worth, and more.

We will let you be both judge and jury. Could any proposition be more fair? No other school dares make such a guarantee.



### OUR MILLION DOLLAR IRONCLAD MONEY BACK BANK GUARANTEE

**W**E say "A Million Dollar Guarantee" because we have sold nearly a million dollars worth of poultry courses and they have all been sold under this "money back" guarantee if not satisfied. If we can please and benefit 27,000 others, we ought to be able to please you. Also, the K. C. Terminal Trust Co., a million dollar bank, says: "The American Poultry School, of which Mr. T. E. Quisenberry is President, is a regular depositor with this Bank, and has set aside a reserve fund for use as a guarantee of satisfaction to their customers." I am so confident of our ability to train you in such a way that your results and profits will be increased threefold, that we guarantee to refund every cent of your money upon request from you if you are not pleased when you have completed this Course. If you want the guarantee stronger, you can write it yourself. We feel that you are going to make a big mistake if you do not send in your order immediately for our Home Study Poultry Course and let us send the first lot of books and lessons to you, so that you can begin to get personal help and advice. Do not delay.

AMERICAN POULTRY SCHOOL,  
Kansas City, Mo. T. E. QUISENBERRY, President.

## OUR UNEQUALED FACULTY

**T**HE LIFE, spirit, standing and value of any institution depends, absolutely, upon the men who conceive, control and operate that institution, and this is especially true of any institution of learning. For this reason we feel that it is best to make you acquainted with our faculty and officers before you become a student of this School. If you should decide to place your name upon our "Roll of Honor" as a student of the American School of Poultry Husbandry, we want you to feel a personal interest in us and we in you. So let's get well acquainted at the very beginning.

In introducing to your especial notice those back of and associated with the American School of Poultry Husbandry we do so with a pardonable pride which you can never entirely grasp or understand the fullness of until you shall have come to know these men and their extraordinary personalities and attributes, and their ability to deal with every problem which contributes to one's success in poultry raising.

No other school of this kind has men of equal ability and experience associated with it. Nowhere can you find a school with so many of the world's greatest poultrymen associated together for the purpose of imparting their knowledge to their students. They are not theorists, they are not "small fry," they are not "has beens" or "would bes," but they are men who do things in a big way and never undertake anything without making a success of it. They are all self-made men. They have come from the bottom up. Each has spent thousands of dollars in learning what they offer you for a few paltry dollars.

We don't ask you to take our word that these men stand at the top. Read and study the life and accomplishments of each. Compare them with any other school in the world. There was never such a body of men gathered together to safely and wisely direct its students to certain success.

One of the world's best authorities on the subject and one of our greatest editors recently said this in speaking of three members of our faculty:

"Candidly, I do not think there are three other such men living today. I do not feel that any one of them could be replaced by a better man, so far as my knowledge goes. Prof. Harry R. Lewis, representing the metropolitan poultry and egg district of the Atlantic Coast. Mr. ———, representing commercial egg production on the Pacific Coast, and Mr. John H. Robinson serving your School as the world's present highest authority on poultry breeding problems as a life-long student of this vital phase of poultry culture.

"Prof. Lewis is deservedly popular in the East, has proved his unusual ability by the authorship of popular text books on poultry subjects and is probably the best liked man in this field along the Atlantic Coast at this time. He is also a distinct leader with the instructors and investigators in poultry husbandry.

"With the possible exception of Prof. Dryden I would judge that your advisor stands highest on the Pacific Coast. Therefore, I feel that you have secured the best man available. A man who is at the head of a successful plant carrying practically 10,000 layers, with 2,700 of them under trap-nests and who has produced and owns today more 300-eggers than any other man on earth, is the right sort of material to place the strength of your faculty above that of any other school now existing or possible to create.

"Believe you know what I think about Mr. John H. Robinson as a student of poultry culture. Have good reasons for believing him to be the best posted man on this subject that we have with us today, domestic and foreign. I came to learn what he knows on the subject of poultry breeding based on a study reaching back more than twenty-five years, and his splendid work during the last two years or more has confirmed my early hopes and belief. He simply KNOWS and that is an end of it. Some others think they do, but he DOES."

All the other men on our faculty are as strong in their particular lines as these three members are in theirs. Each is a specialist with Prof. Quisenberry guiding and directing their work in connection with this School so that each student gets direct benefits and individual results which are applicable to his own poultry yards.

# Personal Service

**I**N ADDITION to having the strongest faculty connected with any poultry institution or department in the world, we guarantee to give you personal service in solving your many poultry problems such as you can get nowhere else. It is easy to make promises and to use "hot air" about what we can do for you, but the best evidence as to what we can do, are doing and have done is the testimony of 27,000 pleased and satisfied students. From the lowest to the highest, from the smallest back lotter to the biggest poultry farm in the world with its thousands of hens we have put them on the road to success, and changed failure into success for thousands of them. What has done it—our secrets, our methods, our course, our instructors and our personal help, advice and service. If we have helped 27,000 others, we can help you. Don't be deceived by promises or high-sounding phrases of other schools. The same things that make a Ford a universal car, that make a Cadillac and Pierce-Arrow cars of satisfaction and quality, makes this Home Study Course and Our Personal Service meet the requirements of poultrymen everywhere. It has been tested, tried and proven not only by ourselves, but by thousands in all parts of the world.

## INSTRUCTION—INSTRUCTORS—SERVICE

These are the three absolute essentials to be considered in securing a poultry education and they must be considered as one, each being dependent upon the other. The failure of one means the failure of the other two. This School is proud of its courses of instruction, and its instructors. It prides itself upon the service it renders to its students and to the poultry world.

Education is not for one day, nor for a week, nor a month, but for life. Its essentials are Instruction—Instructors—Service. Where this trinity exists, the resultant good to the student is not to be measured in mere dollars and cents and is more than commensurate with the fees for tuition.

In buying a poultry education, your judgement is on trial in such a way that you can't afford to jump at conclusions. Don't be influenced by mere statements from any school. Take into consideration the length of time the school has been in business and weigh every point which may have a bearing on your relations with the school and your future advancement. Your time is too valuable to be wasted in experimenting with a doubtful course—get the best—one that has been tested by time and proven a success by many thousands of poultry raisers from all sections of the world. Investigate the course thoroughly before you buy.

A few weeks' training in the "Quisenberry Methods" is more valuable from a profit standpoint than an equal number of years of haphazard, routine, poultry experience.

Never has such a thorough, complete, dependable course on poultry culture been written as the one offered by the American Poultry School. There is no other as good. No other has stood the test of time. The great success made by over 27,000 poultry raisers all over the world proves that the course is right. The works of Prof. Quisenberry are matchless and incomparable. His methods are true and tried. They mean your certain success and are an indispensable requisite of every poultry raiser. His **personal service** and the **service and help** of his faculty cannot be equalled anywhere else in the world. This we guarantee or our course costs you nothing.

## INCREASES POULTRY PROFITS

"I want to congratulate you. If this advice were to be followed definitely by poultrymen of the country, I feel confident that poultry profits would be materially increased."—H. E. Colby, Editor of Kimball's Dairy Farmer, Waterloo, Iowa.

## GUIDE FOR POULTRY WORLD

"To Prof. Quisenberry alone is due the world-wide fame of the Missouri State Poultry Experiment Station,

which has for several years been the source of the best suggestions for poultry raising. Prof. Quisenberry's practical bulletins have been a guide for the poultry world. Because of the reputation he made in this work, Prof. Quisenberry was asked to take charge of the Poultry Department of the Panama-Pacific Exposition. After accepting, the live stock department was added to his duties."—St. Louis Post-Dispatch.

## One of the World's Greatest Poultrymen

**T. E. QUISENBERRY,**  
President and Dean of Faculty

**T**HOSE in charge of the American Poultry School are experts in poultry lines—each a specialist. Each has the counsel and advice of Prof. Quisenberry, who is personally interested in the success of every student. No one has done more for the advancement of the poultry industry in America during the past decade than Professor T. E. Quisenberry. His work at Experiment Stations, Colleges, Egg Laying Contests and large poultry and egg farms; his service as a member of the Executive Board of the American Poultry Association, and other associations; his experience in conducting the largest poultry shows in America; and his successful work with all kinds of live stock was responsible for the directors of the Panama-Pacific Exposition selecting Prof. Quisenberry as Assistant Chief of the Live Stock Department and Superintendent of that great Exposition. He is recognized throughout the world as one of America's most prominent instructors and investigators in Poultry Husbandry. To have the opportunity of securing first hand results of Prof. Quisenberry's lifetime of experience and investigations, together with the services of other men and women of great ability who are associated with him, is indeed to be prepared for success in every sense of the word. He takes a personal interest in helping every student solve his individual problems.

### INDORSED BY WORLD'S GREATEST POULTRY AUTHORITIES AND LEADING EDITORS

#### SUCCEEDED WHERE OTHERS FAILED

Mr. Quisenberry bravely hitched his wagon to a star and drove straight onward! He had faith and vision. We have been personally pleased to see Mr. Quisenberry and his associates "make good," doing so with a wide margin to spare.

A letter of recent date received by us reports that "at the present time the American Poultry School employs regularly ninety-two people in its general offices, besides a total of ten people devoting their time to the operation of incubators and the necessary handling of hatching eggs and baby chicks in connection with the poultry farm and egg-laying contest at the Leavenworth plant." As a further example of the success of this institution we quote this remarkable fact from the recent letter: "As many as 4,000 pieces of mail in one delivery were received by the American Poultry School during one day last month." Each of these men has had practically a life long experience in different important branches of the poultry industry and each has met with success in his efforts. In other words, they know the business in both a practical and theoretical way and are qualified to give valuable instruction in the respective departments to which they are assigned. The Reliable Poultry Journal again congratulates Professor Quisenberry and his associates, also poultry culture in general, on the wonderful progress this institution is making.—Grant M. Curtis, Editor Reliable Poultry Journal.

#### GREATEST POULTRYMAN LIVING

"No one individual knows more, has done more, or has a deeper and wider grasp of the poultry situation and its possibilities, than has this poultry genius, Prof. Quisenberry. Some men talk; a somewhat smaller class, talk and think; the third class, act; and real leaders—whether of men or movements—are derived from the third class. We have heard much about Tom Quisenberry for years past. His words are the ripened fruit from a life-time of thought and a growing-time of action. As head of the Missouri State Poultry Experiment Station for years, later in charge of the Poultry Exhibition of the great Panama-Pacific Exposition and now President of the American Poultry School, he has undoubtedly wielded a greater influence upon the Standard-bred industry than any other man living. All honor to him, and all praise to his unselfish devotion to duty."—Poultry Item, Sellersville, Pa.

#### GREATEST HELP TO STATE

"Your resignation will mean a very great loss to the State, and especially to those of us inside the State who are trying to make a living out of poultry."—Rolla C. Lawry, Manager Yesterlaid Egg Farm Company, Pacific, Mo.

#### RENDERED STATE GREAT SERVICE

"I wish to say to you that you have rendered the State a great service and have made a good Director. I wish to assure you of my high regard and good wishes, and at any time I can be of service to you, I will be glad if you will call on me."—E. W. Major, Governor of Missouri.

# IF WE HELP OTHERS, WE CAN HELP YOU

## FIRST AND GREATEST DIRECTOR

"Mr. Quisenberry, you have done a great work, and done it well. Not only does the State of Missouri owe you a great deal, but that is the case with the poultrymen of the world. You have been to many poultrymen what the lighthouse is to the ship in the storm. There is no question but what the Experiment Station will continue to do great and active work, but Tom Quisenberry, as its first and greatest Director, will be remembered always."—Poultry Topics, Lincoln, Neb.

## HELPED EVERYBODY

"Thousands of people outside of your state will be grieved to hear of your leaving the great work you have built up at Mountain Grove. Just the 'common people,' like myself, who have never known you personally, yet cannot fail to appreciate what you have done for Everybody's Hen, as well as the Missouri Hen."—Mrs. Clyde H. Meyers, Fredonia, Kas.

## PRACTICAL HELP FOR POULTRY-MEN

"You are to be congratulated for the exceedingly practical way in which you have assembled helpful ideas for the poultrymen."—Prof. James E. Rice, Professor of Poultry Husbandry, Cornell University, Ithaca, N. Y.

## LABORS WIN MEDAL

The Panama-Pacific International Exposition presented Mr. Quisenberry with a bronze medal at the close of the Exposition, accompanied by an engraved certificate, which reads as follows: "The Panama-Pacific International Exposition by resolution of the Board of Directors hereby conveys to T. E. Quisenberry, etc., sincere appreciation of his conscientious work and, etc., gratitude for his unselfish and continued interest manifested in the affairs of the Exposition during, etc., existence and in bringing it to such a successful and glorious close. The Exposition directors further desire to express their hope and wish for his continued happiness and prosperity.—Chas. A. Moore, President, San Francisco."

## GOOD AS FOUR YEARS AT COLLEGE

"The American School of Poultry Husbandry, of which T. E. Quisenberry is President, is offering efficient instruction in all branches of the poultry business by the correspondence method. Through its Course this School will give anyone as practical a Course in Poultry as anyone would receive in four years at college."—Poultry Success, Ohio.

## COURSE MADE PROFIT FOR ME

"I bought 300 day-old chicks, built a building 12x14 feet, Fool-Proof style, and fitted it with a Newton Giant Brooder. I only lost 17 chicks, Single Comb White Leghorns. At eight weeks I got rid of one-half of the roosters. They weighed a little over one and a half pounds at ten weeks. I sold the rest, averaging one pound and ten ounces. I now have 146 pullets. I got them the 20th of April, and they began to lay the 18th of September. Every one who sees them says they are the nicest bunch of pullets they ever saw. I am well pleased with the lessons."—Ross C. Smith, Pennsylvania.

Page Thirty

## KNOWN THE WORLD OVER

"The citizens and poultry raisers of the State of Missouri owe much to Mr. Quisenberry for the great good he has accomplished for them, and the members of the Mountain Grove Commercial Club, of which organization he is a faithful member, desire to express their thanks for the great work he has done in making the Missouri State Poultry Experimental Station and Mountain Grove known the world over."—Mountain Grove Commercial Club, 600 members.

## DONE MORE THAN ANY OTHER AGENCY

"In our opinion the American Poultry School has done more in favor of the argument for Standard-bred poultry through their wonderful experimental work of the past few years than any other agency. We have taken more than ordinary interest in his reports because of the well known integrity of the man behind them."—Editor Hallett, Inland Poultry Journal.

## LEARNED, EARNED AND SINCERE

"Those who have come to know this unassuming, painstaking, earnest, far-sighted man are proud to call him their friend. His sincerity of purpose and his earnestness are equal to his learning. Built the Great Missouri Poultry Experiment Station; superintended the great poultry show held at the San Francisco World's Fair, and now head of a great poultry educational institution."—Frank L. Platt, Editor of the American Poultry Journal.

## BIGGER MAN THAN EVER

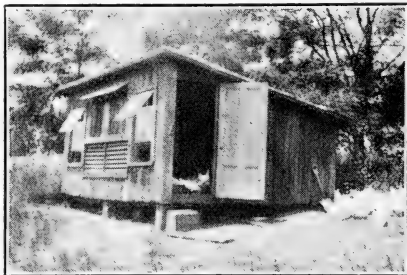
"Tom Quisenberry is too big a man for a local job, and now that the whole country can have the benefit of his help and experience, we expect to see him become a bigger man than ever."—Ted Hale, Secretary National Poultry Show, Chicago.

## STATE'S GREATEST FACTOR

"I was reading of your resignation and want to say that I think the State is losing a good man. One who has helped the people more than any Governor, Legislator, or political position of any kind has ever done. These are simply facts, no boquets. Positions like you hold could never be appreciated by the people, unless directly concerned like I have been."—C. V. Gregg, Wholesale Egg Dealer, St. Louis, Mo.

## WORTH \$100,000 PER YEAR

"T. E. Quisenberry is worth \$100,000 a year to the Poultry Industry in the State of Missouri."—Poultry Culture, Topeka, Kas.





REESE V. HICKS

Vice-President and Instructor

As Vice-President of the American Poultry School, Mr. Hicks brings his 25 years of actual production of poultry in the South, the West, and the East to the students of this great institution.

He is a licensed judge and a breeder of poultry and live stock with a life-long experience. From boyhood he has handled live stock and early began to make a special study of poultry. In his native State, Tennessee, as a young man he built up a flourishing live stock and poultry business. His work and ability attracted attention not only in his own state, but Nationally. Because of his activity and ability as a poultryman and live stock breeder, he was appointed Deputy Live Stock Inspector for the State of Tennessee. Shortly afterwards he was elected a member of the Executive Board of the American Poultry Association. In this capacity he was instrumental in helping to reorganize the association on a firmer foundation. Judge Hicks then decided to take to himself the famous saying, "Go West, Young Man." He moved to Topeka, Kansas, and was connected several years with the Capper publications doing editorial work and operating a demonstration farm.

As a man to carefully plan and then carry out his plans, Mr. Hicks has won a National reputation. While President of the American Poultry Association, he so organized and carried out the business of that body that Mr. Hicks' terms of office were the greatest in increased membership, finances, and progressive measures of any similar period of the organization. He was twice elected President of this great organization of poultry raisers.

His work attracted such attention for the broadness of its scope that he was employed by a prominent Correspondence School in the East to manage and operate their large demonstration poultry farm, known as the "Million Egg Farm," located at Browns Mills, New Jersey. This farm had an incubator capacity of over 100,000 eggs and sold day-old chicks on a very large scale, and was one of the pioneer breeding farms to go into the day-old chick business on a big scale. Over 15,000 laying hens were frequently carried through the season. A separate farm, known as the "Quality Farm," specialized in breeding birds for exhibition features, and winnings were made at Madison Square, Boston, and leading shows throughout the country. Eggs from this farm, literally by the millions, were sold in New York and other Eastern markets. In fact, stores were maintained in New York City and Philadelphia for the purpose of disposing of the immense output of the farm in eggs, broilers, ducklings, and other produce. Here Mr. Hicks for four years had a wide experience in each and every detail of poultry farm operation. Here, under his direction, eggs were produced by the millions and day-old chicks by the hundred thousands each year, and as high as 50,000 chicks were brooded in a single year. Hens were handled for egg production by the tens of thousands.



REESE V. HICKS  
Kansas City, Mo.

While he was engaged in managing this farm—the biggest poultry farm in the world at that time—the world war came on and the United States got into the fray. Every business felt it must have a representative for its own industry at Washington, D. C. In fact, such co-operation was invited by the Government authorities. The poultry interests looked about to find a man of wide experience and whose acquaintance was broad. In Mr. Hicks they found that man and he was selected to go to Washington and represent the poultry interests. An organization known as the National War Emergency Poultry Federation was formed and Mr. Hicks was elected President. Mr. Hicks stayed at the National Seat of Government as a volunteer worker until after peace was declared.

From that time on Mr. Hicks was connected with prominent wholesalers of poultry products in Washington until shortly before he came to the American Poultry School.

Mr. Hicks has been a member of the Board of Directors of the Chicago Coliseum Show for years. He has judged at such shows as New York, Pittsburgh, Philadelphia, Washington, D. C., Indianapolis, Allentown, Pa., Trenton, N. J., St. Louis and Kansas City, besides numerous others.

It has been well said that Mr. Hicks knows poultry conditions in an actual practical way in every section of the country. He has always been actually engaged in raising poultry and running a farm with poultry on a large scale, even while, as he puts it, "Doing a little stunt writing for the papers."

On subjects like the day-old chick business, raising and brooding chicks, feeding flocks of laying hens on a big scale, marketing poultry and eggs, and many other practical sides of poultry production, there is no one in America with a broader experience at the actual work of doing the thing itself. What is more, he has the knack of telling others just how to successfully do the many things so important in poultry production.



**T. CARLETON QUISENBERRY**  
Kansas City, Mo.

**T. CARLETON QUISENBERRY**  
Superintendent and Instructor

**B**ORN and raised on a poultry experiment station. Served our National Government in the Aviation Section of the Army during the recent war. Spent several years on the Missouri State Poultry Experiment Station, where he was employed in various departments, and has had an opportunity to study the poultry business from various angles. Has operated all makes of Mammoth incubators. Has hatched and brooded several hundred thousand baby chicks. Superintendent of the American Egg Laying Contests for two years. Is an expert on feeding, disease and incubation problems. Conducted a large hatchery and shipped as many as 100,000 chicks per year. Is a son of the President of this School and has been constantly under the training of his father for over ten years. He is a constant student of the business and we doubt if there is another man in this country of his age who has had so much and such a varied experience in the business as has Mr. Quisenberry. His has not been a theoretical college training, but one of actual experience in doing the thing itself.

**JUDGE V. O. HOBBS**  
Treasurer and Instructor

**J**UDGE V. O. HOBBS is a "self-made man," and we do not hesitate in saying he is one of America's best poultry judges. We doubt if there is another member of the American Poultry Association who can come as near quoting the American Standard of Perfection, word for word, as can Judge Hobbs, and he knows how to apply this knowledge. No one is in a better position to teach you the fine points of your own variety or safely guide you through your judging course than Judge Hobbs. We are fortunate indeed in having secured his services as Superintendent of our Judging Course.



**V. O. HOBBS**  
Kansas City, Mo.

Mr. Hobbs is not only an instructor in our School, but is Treasurer and a member of the Board of Directors.

No poultry breeder has a higher standing or has had broader experience than has Mr. Hobbs, which is proven by the fact that he has been called on to judge at such shows as Cleveland, Chicago, Indianapolis, Kansas City, St. Louis and the Nebraska, Kansas, Oklahoma, Missouri and Colorado State Shows, and the Pan-American Exposition held at San Francisco. Following is an extract from a letter sent to Judge Hobbs from D. O. Lively, Chief of the Live Stock Department: "I desire to convey my personal thanks, not only for the work you did at San Francisco, but for your courtesy to and patience with exhibitors."

Judge Hobbs has held offices of renown in the poultry world. He was formerly Secretary of the National Buff Orpington Club and it was through his efforts that this grand breed was admitted to the Standard. He has been President of the Missouri Branch of the American Poultry Association and

twice President of the Missouri State Poultry Board. He has refused offers of Governmental poultry and accounting work. At present he is a member of the Executive Board, by election, of the American Poultry Association. For years the poultrymen of Missouri had worked hard in an effort to secure an appropriation from the State for an experiment station, but all in vain. Judge Hobbs made an appeal to the poultrymen to elect him to the State Legislature, promising that he would see that the poultrymen got what they deserved. He was elected and, true to his word, introduced the bill and secured the appropriation, and the Great Missouri State Poultry Experiment Station located at Mountain Grove, Missouri, is the result. In a letter to Judge Hobbs, E. W. Major, ex-Governor of Missouri, said: "You have rendered the State of Missouri a good service while you have been a member of the Poultry Board."

The Editor of Poultry Topics, a poultry publication, said of Judge Hobbs's poultry work: "He was one of the most experienced, most determined, hardworking, keen thinking men it was ever our good fortune to know."

Space will not permit us to mention the many other valuable things which Judge Hobbs has accomplished for the benefit of the poultry industry. He is one of those fellows, who has little to say, but finds much to do. He

## DON'T KILL THE LAYER SWAT THE DRONE

has been a licensed general poultry judge for twelve years, having judged at all the largest western shows and local shows galore. He is recognized as one of the most competent and trustworthy poultry judges in the western field. The fact that he has judged at Kansas City for eleven years in succession speaks very conclusively of his knowledge of the poultry business and his ability gained by over 25 years of extensive study and practical experience.

The Secretary of the Kansas State Show and State Poultry Ass'n, says: "V. O. Hobbs of Kansas City, Mo., is well known to most of our exhibitors, having officiated at our last two shows and has given excellent satisfaction. Judge Hobbs has proven himself to be a careful and conscientious expert on poultry and places the awards where he honestly believes they are due, without fear or favor."

### **JUDGE E. C. BRANCH**

Instructor in Judging

**J**UDGE BRANCH is one of the best Judges in the United States. He judges more shows each season than any other Judge in America, and therefore is regarded as the most popular Judge in this country.

He has officiated at many State Fairs, State Shows, and also Chicago, St. Louis, Kansas City, Topeka, Denver, Memphis, Des Moines and many other leading shows. He was one of the topnotchers at the Great Panama-Pacific Poultry Exhibition.

Judge Branch was a member of the last Standard Revision Committee that revised and published the present "Standard of Perfection." He is President of the Missouri Poultry Breeders' Association, is a member of the Standard Revision Committee of the A. P. A. and holds many other prominent positions in the poultry world. Judge Branch aided us in preparing our judging course and no poultryman in this country is in a better position to know what is needed in this course than is Judge Branch.

The following letters show something of Mr. Branch's ability and his efficient work in the interest of more and better poultry:

"Now that the Exposition is closing and we have an opportunity for a retrospective view I feel that one of the things for which the Exposition deserves credit is the character, ability and efficiency of the men who made up the International Jury of Awards, as it applied to the Department of Live Stock.

"It has been my good fortune to be connected with many live stock shows, but in all my experience I have never known the judges to come so near to giving satisfaction to all the exhibitors as you and your confreres at San Francisco. The Exposition naturally set a very high standard in its selection of judges and the fact that you measured up to that standard is a source of much gratification to the Exposition and to this Department.

"I desire to convey my personal thanks not only for the work you did at San Francisco but for your courtesy to and patience with exhibitors."—D. O. Lively, Chief of the Department of Live Stock, San Francisco.

He is one of the officers and leading members of the National Judges Association and served for years on the Executive Board of the American Poultry Association.



**E. C. BRANCH**  
Lee's Summit, Mo.

**PROF. HARRY R. LEWIS**

Author Productive Poultry Husbandry.

**N**O man in the East or in the world has made a greater success of his work than has Prof. Harry R. Lewis of the New Jersey State Experiment Station. His advice to our students on breeding, feeding, farm management, selection of the layer, culling out poor producers, and on artificial lighting are the very latest and most dependable. His "Productive Poultry Husbandry" is his greatest contribution to the poultry industry and is used as a part of our Home Study Course.

As head of the Poultry Department of New Jersey State University he has had more to do with the shaping of a program for the development of New Jersey's Poultry industry than any other one man and has had more to do with putting it through and making the New Jersey industry a factor to be reckoned with the country over.

Prof. Lewis conceived and inaugurated the first Egg Laying and Breeding Contest in America and the worth of the long time breeding contest is now soundly established.

Prof. Lewis has taken an active part in the development of the American Association of Instructors and Investigators in Poultry Husbandry and has been honored for the past six years by that organization with the office of Secretary and Treasurer and for the past five years he has served as editor of the Journal published monthly by that organization.

Prof. Lewis has been a life member of the American Poultry Association since his early connection with official poultry work nearly ten years ago. Prof. Lewis is an active member of many National production and scientific organizations, including the American Association for the Advancement of Science; the American Association of Animal Production; the American Genetic Association.

Prof. Lewis is active in the development of World Poultry Affairs, being a member of the International Association of Poultry Instructors and Investigators and a member of the United States Council of that body. In this capacity he is taking a leading part in helping to plan for suitable representation for the United States at the World's Poultry Congress which is to be held at The Hague next fall. He has charge of the exhibits from the United States at this congress.

It was largely through the initiative of Prof. Lewis that there has recently been formed in the United States and Canada a Record of Performance Council which is a branch of the American Association of Poultry Instructors and Investigators. This Council will have for its duty the certification of records of performance made by poultry at officially recognized egg laying contests and breed testing projects. Prof. Lewis is Secretary of this Council.

Prof. Lewis has won numerous distinctions for scholastic standing. He is a member of the honorary fraternities of Phi Beta Kappa and Phi Kappa Phi and an active member of the National Greek Letter Fraternity Kappa Sigma.

When Prof. Lewis went to New Jersey and became a member of the Faculty of the State University they had no poultry department and made no effort to render any service to the important poultry industry of that now famous poultry State. Today the poultry department of which Prof. Lewis is head has under its charge over 7,000 adult head of poultry including the egg layings contests. The department is giving resident instruction



**PROF. HARRY R. LEWIS**  
New Brunswick, N. J.

## OTHERS SUCCEED "THE QUISENBERRY WAY." WHY NOT YOU?

to over 300 students in Rutgers College, the department is conducting some eight basic research projects extending over a number of years on breeding, feeding and other managerial problems, and lastly the department is conducting a very active extension campaign working with the organized poultry interests of the State to bring about a more efficient and profitable poultry husbandry. The department is spending this year over \$80,000.00 in promoting New Jersey's Poultry Industry.

As an author of books, bulletins and popular magazine stories, Prof. Lewis has long been active. His first book was written in 1911 and since then five standard works have been prepared by his pen and have done much to help spread the gospel of better poultry farming from the Atlantic to the Pacific. His leading works are Productive Poultry Husbandry, Poultry Keeping, and Making Money from Hens. The scientific and popular bulletins and circulars which have been prepared by his pen in the past ten years would fill many a volume. It is the results of this fund of knowledge which he has accumulated and has presented to the public in his largest work, Productive Poultry Husbandry, which is a part of our Course.

Along with his public life Prof. Lewis has been a poultry breeder, raising White Leghorns and Barred Plymouth Rocks at his home, showing and winning with his birds, and birds of his breeding have often taken prizes and won special distinction at Egg Laying Contests during the past few years.

Born in Rhode Island in 1885, educated at the Providence Technical High School and the Rhode Island State College, graduating from the latter, specializing in Poultry and Animal Husbandry in 1907. Spent boyhood days on a large general and poultry farm in Rhode Island. The farm flock of Barred Rocks way back in 1895 and 1890 was the pride of this future poultry authority. Grew up in the country where the most of our popular American breeds of today were originated.

Positions held—Professor of Poultry Husbandry, Baron de Hirsch Agricultural School, Woodbine, N. J., 1907 to 1910. Since 1910 Professor of Poultry Husbandry, New Jersey State University, New Brunswick. Poultry Husbandman, New Jersey State Agricultural Experiment Station. Supervisor of New Jersey's three Egg Laying and Breeding Contests.

### **PROFESSOR C. T. PATTERSON**

Instructor and Director of One of Our  
Demonstration and Experimental  
Farms

**O**WNER of the Patterson Poultry Farm, where some of the world's greatest layers are produced. Professor Patterson is one of the instructors of this School. He succeeded Mr. Quisenberry as Director of the Missouri State Poultry Experiment Station. He was also in charge of the experimental and extension work in Missouri for several years. He produced a flock of Leghorns last year that averaged 218 eggs per hen. Professor Patterson is author of the American Poultry Association Poultry Course, which is used in Public schools. He is Vice-President of the Missouri Poultry Breeders' Association, and is Secretary of the Heart of the Ozarks Poultry Show. Professor Patterson is not a scientist, full of theories, but he is a practical scientist who is making good on his own farm. No man in America is better prepared to give helpful advice to our students than is Professor Patterson.

*Page Thirty-six*



**C. T. PATTERSON**  
Springfield, Mo.

**JOHN H. ROBINSON**

Special Advisor on Selection, Mating and Breeding Problems for this School

**T**HE most vital problem facing any poultryman is that of breeding. Without the correct foundation you cannot build a flock of layers, breeders or winners. Perhaps the greatest authority on this subject is John H. Robinson, formerly with the United States Department of Agriculture. His advice on this subject is of inestimable value to every student of this School. His book on the "Fundamentals of Poultry Breeding" is used in some of our courses and he is employed by this school as special advisor for our students on selection for egg production, mating and breeding problems.

He has lectured on poultry subjects at institutes, poultry association meetings, agricultural colleges and schools and commercial meetings in sixteen States and Provinces. Has been either breeding standard poultry himself or associated in an advisory way with other breeders almost continually since 1890.

Living for nearly a quarter of a century in the section where interest in the breeding of standard poultry first developed and where it has been most intense, it has been his privilege to know well nearly all the men who have in the last fifty years been eminent in the breeding of standard poultry and to get the benefits of their experience at first-hand.

His present connection with the Reliable Poultry Journal Publishing Company brings him constantly in touch with the leading breeders of poultry in all varieties, giving him exceptional opportunities to get their views on everything relating to the production and improvement of standard poultry.

He began poultry keeping when seven years old and at twelve was familiar with the contents of Wright's Practical Poultry Keeper and a regular reader of the old Poultry World. In 1879 with a younger brother he began plans to go into poultry keeping "for a living," but the removal of the family to another city made it necessary for them to sell out within a year.

After graduating from college in 1890, he went to Colorado and for the next seven years was engaged in breeding standard poultry for exhibition and table purposes. During the latter part of this period he was a regular contributor to Farm Poultry. In 1897 he sold out his poultry, with the exception of a few breeding birds, and moved to Massachusetts, where for the next two years he divided his time between work on Farm Poultry and writing "Poultry-Craft" and lecturing on poultry.

In 1899 he became editor of Farm Poultry, serving in that capacity until 1916.

In the war period he was in Government service as special advisor to the Department of Agriculture in the campaign to increase poultry production. Since early in 1918 he has been an associate editor of Reliable Poultry Journal, giving attention especially to matters relating to standard poultry.

Since 1899 he has published the following books: Poultry-Craft, Broilers and Roasters, the Common Sense Poultry Doctor, First Lessons in Poultry-Keeping, Second Lessons in Poultry-Keeping, Principles and Practice of Poultry Culture, Our Domestic Birds, How to Feed Poultry for Any Purpose with Profit, Fundamentals in Poultry Breeding, and Poultry for Exhibition.



**JOHN H. ROBINSON**  
Boston, Mass.

**Formerly Special Poultry Advisor  
for the U. S. Department of Agriculture,  
now Special Advisor for this  
School on Poultry Breeding Problems  
Author of Many Popular Books on  
Poultry Culture**

J. RAY CORLISS

Advisory Member of Faculty—World's Poultry King  
President California Poultry Producers' Association

**M**R CORLISS owns and operates the largest poultry farm in the world. He is in personal touch with ALL DETAILS in connection with the production and disposition of eggs on his "40,000-Hen" farm. The buying and selling of stock is under his personal direction, so he is familiar with market conditions at all times.

The POULTRY PRODUCERS OF CENTRAL CALIFORNIA, Inc., is without doubt the largest and most SUCCESSFUL concern of its kind in the world. The presidency of this great enterprise, as well as being the owner and general manager of the largest poultry farm in the world, places Mr. Corliss in a position to speak with authority and intelligence on this great subject of POULTRY and makes him a valuable addition to our faculty. We regard him as one of the greatest poultrymen living.

READ WHAT MR. CORLISS HAS TO SAY ABOUT THE PRESENT POULTRY OUTLOOK:

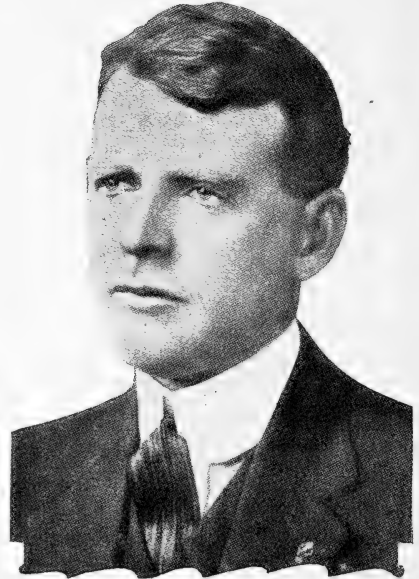
"The question uppermost in every poultryman's mind at the present is, are the good times of the last three years going to continue or end in a slump like that facing the grain men, wool men, potato and onion men, and thousands of other industries? This question has been asked me many times of late, and I have spent much time coming to a decision satisfactory to myself.

"I have had to take into consideration conditions on this Coast, in the Great Middle West, and in the far East, where our products must seek an outlet.

"MR. POULTRYMAN, you have nothing to fear. With lower prices for grain and mill feeds, with an abundance of labor at your command willing to do an honest day's toil for a reasonable wage, your future is assured. But best of all, your great co-operative marketing associations will see that you will get for your eggs every cent to which you are entitled, whether in storage time or in the dead of winter. In short, the opportunity which confronts you is one unparalleled in the poultry industry. If you have a good flock of poultry and use reasonable intelligence in their care, your success is assured.

"The fact that Congress will soon put a reasonable protective duty on our product has dispelled the last cloud in the sky. It is now up to us Western poultrymen to take advantage of our God-given soil and climate to produce superior eggs to fill that vast market in the far East created by the excellence of our product. We must strive to raise millions of good chicks into sturdy pullets to supply this demand. And if we grade properly and ship nothing but large, white, scrupulously clean, fresh eggs, this market will be a profitable one for us always.

"And let me say here that the West is only in its infancy as regards the poultry industry. We are still in our swaddling clothes. Twenty years from now there will be millions of hens here where there are but thousands now."



J. RAY CORLISS, Petaluma, Cal.



**HERBERT H. KNAPP**

**Special Instructor on Hatcheries, Baby Chick Business, and Incubation  
President International Baby Chick Association**

**M**R. KNAPP started at the age of ten years to breed Standard-bred poultry. He picked apples a whole day for his first Brown Leghorn cockerel, worth about a quarter.

He exhibited Black Langshans at the age of fifteen years. At the same time he was interested in a Laying Contest conducted for boys and girls by a farm paper, and spent the most of his time building chicken coops and equipment.

Since then, Mr. Knapp has bred all of the popular varieties of fowls.

While in business at Tiro, Ohio, he came in contact with the first Baby Chick Hatchery that was established in Ohio. Upon his first visit he immediately saw the wonderful possibilities of its development into a great industry. He finally induced two other fellow townsmen who were fanciers to join him and a small hatchery, with an incubator capacity of 8,000 eggs, was built for the initial effort. The plant was enlarged from year to year until the war came on when the total capacity of the machines was 188,000 eggs.

In 1918 Mr. Knapp resigned his position as Secretary and General Manager of the Tiro plant and removed to Shelby, Ohio, to establish another modern hatchery in connection with extensive breeding yards. Mr. Knapp has always believed that the highest laying qualities should be bred into hatchery chicks and is now devoting a great deal of his attention to his breeding yards of high producing foundation stock.



**HERBERT H. KNAPP**  
Shelby, Ohio

To Mr. Knapp is given a large amount of the credit in the establishment of the present extensive mail-order Baby Chick business and placing it upon a safe basis of operation. He was also largely instrumental in the development of the wholesale trade in chicks, having placed the first chicks in Ten Cent Stores in 1911, later inducing dealers in other lines to feature them where they could be sold at better prices. After the trade was well established he put his attention to the improvement of quality both in egg production and Standard requirements—through his efforts but few hatcheries produce anything but pure bred chicks. In 1916 he suggested to his fellow hatchery men that an organization be formed. This was done in August of that year at Cleveland, Ohio.

Mr. Knapp was also instrumental during the war period in preserving the industry, as the transportation of chicks by express with safety was impossible. Mr. Knapp went to Washington and induced the Post Master General to try out the method of sending baby chicks by Parcel Post for one year. Millions of baby chicks are now sent by mail and the service is a permanent one. He did valuable work in many ways in helping save the poultry industry during the war.

Mr. Knapp was selected by the American Council of the World's Poultry Congress to represent the Baby Chick industry of the United States at the Hague, Netherlands, in 1921.

Mr. Knapp says: "There are wonderful opportunities today for beginners. They can avoid costly errors by profiting by the experience of others. Poultry Schools and Correspondence Courses make the poultry business safe for the beginner and a sure source of profit for any one who puts such advice into practice. I would not advise any one who has not been accustomed to the poultry business to start until they avail themselves of the best information that it is possible to obtain."

**JUDGE WALTER BURTON**

**Advisory Member of Faculty From the South**

**M**R. BURTON is one of the oldest and most reliable poultry breeders of the Great South, having spent a lifetime in the business. Judge Burton has bred a great many of the Standard varieties and is now an extensive breeder of White Wyandottes and interested in the best hatchery in Texas.

Judge Burton has done more for the advancement of pure bred poultry in the South than any other one man. He judges at many of the leading shows, such as the Heart of America, Missouri State, Oklahoma State, Louisiana State, Denver, Dallas, Fort Worth, Houston, Oklahoma City, San Antonio, Galveston, El Paso, and numerous other shows.

Judge Burton has built up the best exhibit of poultry at the Texas State Fair of any state in the Great Western or Southern States, and is also the Hub in the Wheel of the Texas State Show.

Many things could be said in reference to the great work of this eminent Judge. The fact that the Government called on him to do extension work for them is also proof of his ability as a poultryman.

On account of his special fitness along poultry lines he is another cog in the wheel of our unparalleled staff from whom the students of our School profit when they cast their lot with us. No man in the South is better qualified to give advice that will help our students in that section than is Mr. Burton.

He is a Director of the American Poultry Association; Superintendent of the State Fair of Texas, the largest poultry show south of Kansas City, which he built from 600 entries to 4,000; Secretary Premier Poultry Show, Texas' largest winter poultry show, which he built from 1,000 to 2,500 entries in three shows; Editor and Manager of the Texas office of the "OK" Poultry Journal, published at Mounds, Oklahoma. He was once the largest breeder of ducks in Texas. His only work is poultry and he gives all his time to it.



**WALTER BURTON**  
Arlington, Texas

**J. A. HANSON**

**Advisory Member of Faculty of This School**  
**Formerly with the Oregon Agricultural College**  
**Owner Hanson's "College View" Poultry Farm**

**W**E ARE fortunate indeed in having associated with this School as members of our faculty some of the greatest poultrymen living—men who are the most successful poultrymen in the world.

Among this number we are fortunate in having Mr. J. A. Hanson, of Corvallis, Oregon, who has consented to act in an advisory capacity on poultry feeding, breeding, and farm management problems and Pacific Coast conditions.

It was through lectures made by Prof. Quisenberry at the Missouri University during 1911 that Mr. Hanson became interested in the chicken business. He graduated from the Missouri University at the close of that year.

He then worked on the Yesterlaid Egg Farm at Pacific, Missouri. He later accepted a position with Prof. James Dryden at the Oregon Agricultural College on their College Poultry Farm and Experiment Station. Several months later he became manager of a large poultry farm in the vicinity of Portland, Oregon, where he solved many practical poultry problems so successfully that he decided to go into business for himself. As a result, in 1913 he returned to Corvallis, Oregon, and rented a defunct poultry farm of thirty



**J. A. HANSON**  
Corvallis, Oregon

acres, one mile from the Oregon Agricultural College, where he started the "College View" Poultry Farm.

With a beginning of \$1,000.00 capital he raised 600 good pullets, and after seven years' work and study on his own farm has increased his property, holdings, and wealth to a value of more than \$40,000.00, outside of earning a liberal living expense for the entire time.

Beginning with the Oregon Agricultural College strain of White Leghorns, he built up a strain that have averaged more than 200 eggs for four consecutive years and 221 eggs as a flock average for the past two years. More than this, he won the first All-Northwest Contest at Pullman, Washington, and has been a winner in every Contest in which he has made entries, having made entries in various Contests, in Washington, British Columbia, the All-Northwest, and the California International Egg Laying Contests. At the present time he has three pens in various Contests, five pullets laying 122 eggs during November and winning prizes for the greatest value of eggs laid during that month. At the present time Mr. Hanson owns the largest poultry farm and the largest hatchery in the state of Oregon.

Can any one be in a better position to render service to our students than are these successful men who are not theorists but are actually operating the greatest poultry farms in the world.

**WALTER HOGAN**

**Special Advisor on Selection for Egg Production  
Originator World's Best System Selecting Layers**

**M**R. HOGAN assisted Mr. Quisenberry in preparing one of the lessons offered by this School. This knowledge was so new, so revolutionary, so far-reaching, so conclusive, that it set all the Government and State poultry authorities and experts to work on the idea. It set them to investigating and they finally found that the best layers in a flock could be saved and the poor layers and slackers could be culled out by an examination of the external characteristics of a hen. Mr. Quisenberry and this School were the first to take up this idea and promote it and improve upon it.

**BUT ONCE IN A CENTURY** is a discovery made which revolutionizes an industry as this idea has done.

What Edison has done with electricity, what Burbank has accomplished in the field of horticulture, what Ford has done for the automobile industry and James J. Hill for the railroads, Walter Hogan has done for the poultry industry. The full details in plain and terse language are given in this lesson, so that you can understand and apply to your own poultry work the result of all this. Under the touch of his magic hand the secret of selecting the laying hen and of culling out the non-producer stands revealed—secrets, the value of which cannot be estimated in dollars and cents—secrets, which have enabled hundreds of thousands of poultrymen to double their profits in a single year. Mr. Quisenberry took the idea and improved upon it so that it never fails.

If you only keep a dozen hens you need this lesson. It will cut down the feed bill and increase your average egg yield. It's a new discovery, revolutionary in nature, the result of a lifetime of investigation and experimenting, and has been thoroughly tested by hundreds of the most successful poultry plants and pronounced wonderful and sure.

By our method you can select your good layers, and also good BREEDERS, both male and female; birds that will reproduce their kind and enable you to rapidly increase the average egg production of your flock. Mr. Frank Platt, editor of the American Poultry Journal, said: "We pay tribute to Walter Hogan for having given to the poultry world the best known method for determining the correlation between the external qualities of a hen and her potential egg production."



**WALTER HOGAN**  
Petaluma, Calif.

## AMERICAN POULTRY SCHOOL COURSES

**T**HE American Poultry School offers three different Courses. The reason we offer the Courses in this way is in response to the desires that have come to us repeatedly from many people.

**Course A** is a Course on Practical Poultry-Raising, Care and Management, which covers all the branches of the poultry business, except the judging of poultry. This Course consists of thirty-eight complete lessons, contained in 24 books, and includes unlimited help and advice from our faculty of experts. No other school offers a Course that equals this one. It sells for less than similar courses which other schools have tried to imitate but it contains ten times the information. Our secrets, methods and courses are all copyrighted by the U. S. Government so they cannot be copied by other schools. This is the only place in the world where you can get our methods which have enabled thousands to succeed and get pleasure and double the profit from their poultry.

**Course B** is a Judging and Breeding Course and is intended for those who are students of the Standard, also those desiring information on mating, breeding, exhibiting, advertising and selling Standard-bred poultry. This Course consists of twenty-five complete lessons. This Course was prepared and is given under the direction of the best licensed poultry judges on this continent. It also includes personal help for each student.

**Course C** is a combined Course of the two above Courses and contains all that is in both Courses. This Course consists of fifty-three complete lessons, and is the most complete Course on Poultry ever offered by any institution. This Course will give the students a complete knowledge of all branches of Poultry Culture, and the personal help of the world's greatest poultry farmers, specialists, experts and judges.

### A. P. S. STUDENTS COME FROM EVERY WALK IN LIFE

It can be said, without fear of successful contradiction, that no industry, no single occupation, is so universally attractive as the poultry business. It appeals to the old and the young, the rich and the poor, alike. This statement is amply borne out by the list of occupations represented by those who enroll in the American School of Poultry Husbandry. The last 100 students who enrolled before this prospectus went to press came from 52 different walks of life; their occupations varied from boys who drove delivery wagons, to college presidents and railway managers. In age the above 100 students ranged from 12 to 82 years. No matter who you are, where you live, or what your present circumstances, you can succeed in this fascinating business if you are willing to be guided by the knowledge and experience of others who have been "over the road."

### DIRECTED BY SUCCESSFUL POULTRYMEN

This School is owned, operated and controlled by practical poultry men and women. The above officers and instructors are paid members of our faculty and serve in an advisory capacity, most of whom are actually on the job and being paid for every minute of their time in devoting their knowledge to the best interests of our students, answering their questions, giving them helpful advice, and serving them in a way that assures their success. In addition to these, our Board of Directors includes such poultrymen as T. L. Ricksecker, one of America's best breeders of Single Comb Rhode Island Reds; E. E. Johnston, President of the Kansas City Poultry Club and former President of the Heart of America Poultry Show; and Paul Challis, a practical poultryman, who has made a success of a White Leghorn commercial egg farm for six successive years. This is a practical School, owned, controlled and directed by practical poultry men and women who have your interests entirely at heart.

## SYNOPSIS OF LESSONS

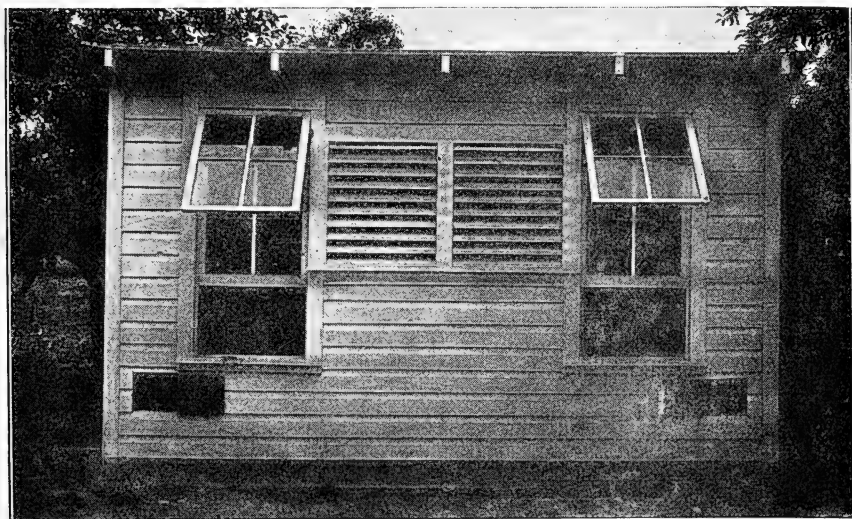
### IN THE COMPLETE PRACTICAL COURSE "A."

#### LESSONS NOS. 1 AND 2

#### The Principles of Poultry House Construction

**I**N LESSON No. 1 the fundamental problems which must be solved in building any poultry houses are taken up and thoroughly discussed. Some of these problems are location, capacity, shape and size, foundation and floor, style of roof, light, ventilation, etc. After discussing the principles and problems of poultry-house construction, Lesson No. 2 shows how to properly apply these principles by giving students complete working plans for colony houses, breeding-houses, laying-houses, together with trap-nests, feed-hoppers, and necessary equipment. Full description and plans of the famous "Quisenberry Fool Proof" houses. Houses are each illustrated and described and give the automatic nature of the ventilating system. These lessons also deal with yards and yarding, and plans so that you can rotate crops and alternate yards and always have fresh soil for your poultry to range over and fresh green food to eat.

Complete information on how and when to use the Colony System, Continuous House System, Semi-intensive System and Combination System. How and where to locate the poultry houses. How to arrange the buildings to save labor and expense. How to plan and estimate the amount of housing space, roost space and floor space needed for any number of fowls of any variety. New ideas in poultry house construction that you can get nowhere else.



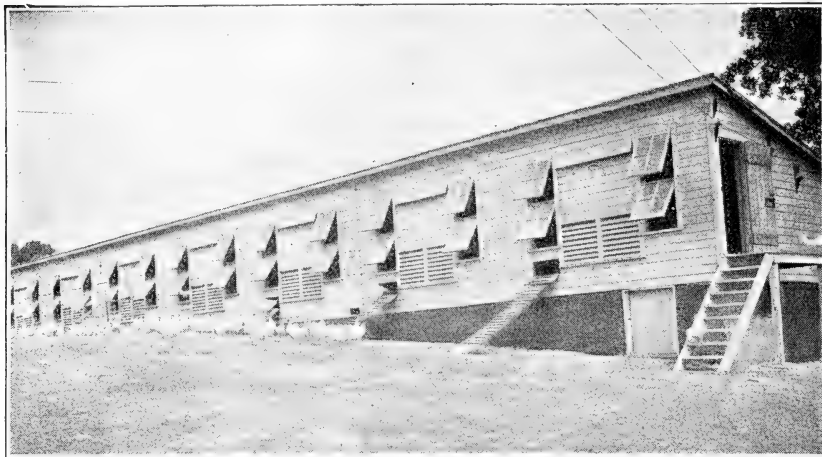
Front view of a Quisenberry Fool-Proof Colony House, showing top sash raised and exits open. An ideal house for back lot poultry raising. Complete plans for building this house and adapting it to any climate or to any section of the country are given in our books and lessons on "Poultry House Construction."

#### LOCATING AND EQUIPPING YOUR FARM

We teach you how to select the site for your farm, features to be avoided and to be desired. Location is everything, and you might as well get a good site as a poor one. We show you how to build your houses at a minimum of cost and a maximum of efficiency. Costly, fancy and elaborate houses never made a successful poultry farm. Our houses are not only eco-

## WHY SET EGGS AND GET POOR HATCHES?

nomical to build but they give you the most advanced ideas in poultry house construction. They are perfectly ventilated throughout, easily cleaned and mean healthy flocks. They cannot be improved upon and are the results of countless experiments and tests and actual use upon thousands of farms. They will save you many times the cost of the course and give you houses that are right in every particular.



Many styles of poultry houses are described for your information and benefit. We tell you the good and bad points in all and save you money in the construction of them. The equipment, the ventilation, and everything about the above house is automatic and fool-proof.

### SAVED COST OF COURSE

"I am frank to admit that you have revolutionized my ideas of poultry house construction. If I had taken this Course before building my houses, I could have more than saved the cost of my entire Course. I am going to pull them down and build 'Fool-Proof' houses with the same lumber."—Llewelyn Miles, California.

### WORTH PRICE OF COURSE

"Your lessons on 'Poultry House Construction' alone are worth at least the price of the entire Course."—John Spiegel, Michigan.

### VENTILATION SYSTEM BEST

"The shutter ventilator is to the hen house what the 'block system' of signals is to the railroad—it doesn't depend on the fallibility of human memory or judgment for correct use; it is **always there** and in working order, no matter what the weather is."—Mrs. E. M. Greaves, New Jersey.

### NOTHING COMPARES WITH IT

"I believe you have solved the prob-

lem of ventilation with your 'Fool-Proof' Poultry House. I have spent considerable time and money reading and buying books called 'Practical Poultry House Construction,' but have yet to find a book that can be compared with yours."—L. J. Anderson, Pennsylvania.

### EASILY BUILT

"By your plain instruction in Lessons 1 and 2, I have been able to build my own house without a carpenter and thereby saved the price of the Course with this one lesson."—Fred Wetzel, Indiana.

### HOUSE IS IDEAL

"I do not care to accept anything too flat-footedly, but I believe now after more than a year's experience with the original Fool-Proof House, and the study of other types of houses, together with some experience in their use, that I can frankly state that the Improved Fool-Proof House is about ideal. Experience is the proof."—S. S. Schooley, Kansas.

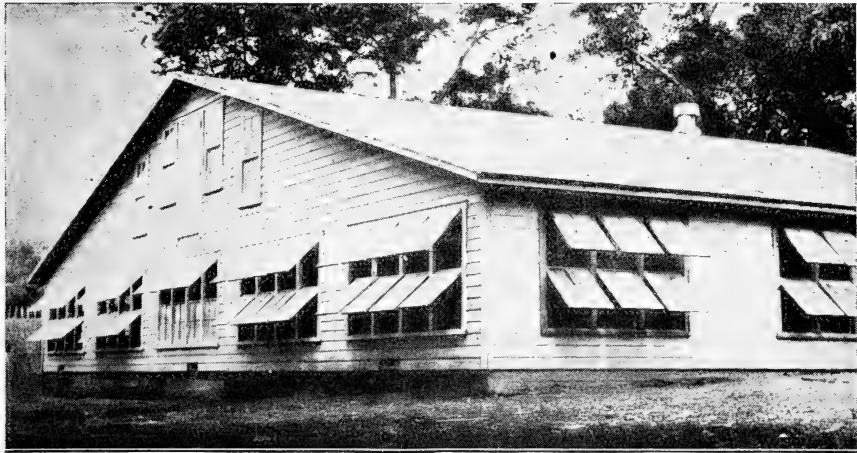
## LESSONS NOS. 3 AND 4

### Modern Poultry Houses

In these lessons there is still a further application of the principles of poultry-house construction discussed in the previous lessons. The student is familiarized with other popular and practical styles of poultry houses such as the "Hendwell," the "Tolman Fresh Air House," the "Corning House," the "Woods Open-front House," and houses suited to every climate and con-

dition. These houses are each illustrated and criticised, both pro and con, making a lesson of great importance in giving the student a broad working knowledge of the general subject of poultry housing.

How to plan the dimensions of the house to save lumber. The depth and height of the house and the amount of open space needed for any section of the country. How to decide on the kind of house to build to suit your needs and conditions. The actual working plans, specifications, and bills of material for the construction of the Standard Types of Houses. The kind of house suitable for a cold climate, a hot climate or a temperate climate. Cost of building-economy. Time to build, selection of building materials. How to order lumber. How to estimate the amount of lumber needed, hardware, nails, etc. An easy way to lay out the foundation. How to build the foundation. How to build the framework of the poultry house. How to build the roof, the walls, the windows and openings. Remodeling old houses. How to construct floors, partitions and ventilators. Where and how to build dropping boards, roosts, broody coops, etc. You will find this one of the best lessons in the Course.



House for 1,000 hens designed by Mr. Quisenberry. Most satisfactory house in existence for a large flock. Saves labor and makes it possible for one man to care for thousands of hens.

#### **BEST EVER SAW**

"I have been in the building business for thirty years, but your lesson on Poultry House Construction is the best I ever saw."—E. M. Wiggin, Kansas.

#### **INSTRUCTIVE FOR ALL**

"Your Lessons 3 and 4 are very instructive. It's a big value to one contemplating the building of poultry

houses, the old timer as well as the amateur."—Roland Thomson, South Carolina.

#### **A GOLD MINE**

"I am absolutely delighted with the knowledge obtained from your house lessons, and I sincerely consider the same A GOLD MINE for anyone who wishes to succeed."—J. E. Beauchamp, Canada.

### **LESSON NO. 5**

#### **Poultry Equipment, Appliances and Accessories**

Dollars can be saved every month in the year, as well as much time and trouble, if the poultryman is properly equipped with up-to-date, practical home-made, labor-saving appliances and accessories. This important lesson is almost entirely devoted to photographs, drawings, and directions for making trap-nests, feed-hoppers, water fountains, "hen calaboooses" (broody coops), fireless and hot air brooders, incubators, shipping and ex-

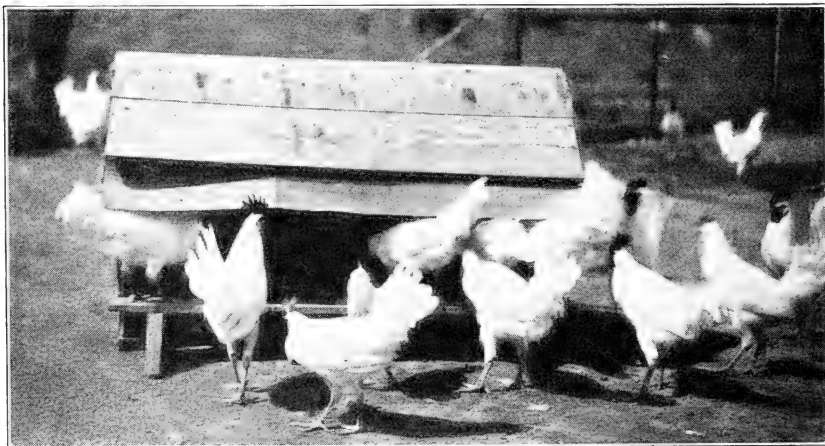
# DON'T KILL THE LAYING HEN



The right kind of nest encourages the hens to lay. You can save by building many of your own appliances. A splendid Trap-Nest. We can show you simple methods of building your own hoppers, nests, fountains, broody coops and other equipment.

hibiting coops, etc., etc. This lesson alone will save anyone who can wield a hammer and saw the price of the entire Course. You will get plans and ideas that will be of great practical value to you in your work.

The proper size and construction of nests, dust boxes, water platforms. Where to place and how to construct trap-nests and the number of nests necessary for any given number of fowls. What you should know about yards, fences and posts. The size of yards necessary. How to build fences and gates. The proper way to clip the wing to prevent fowls from flying. How to build brood coops for hen and chicks. How to build such equipment as storage bins for feed, feed hoppers, feeding frames and other feeding equipment. How you can build these things cheaply and quickly at home. How you can easily build your own oat sprouter.



Do you know how to make hoppers that absolutely prevent the birds from wasting feed? Do you know how to save by making practically all your own appliances and equipment?

## VERY IMPORTANT LESSON

"Enclosed find answer to Poultry Equipment, Appliances and Accessories. This is a very important lesson and many points in it are worth knowing."  
—S. E. Hostetter, Virginia.

## LESSONS ARE GREAT

"You have several lessons worth the

price of the Course. I cannot say that any lesson I have received is not worth the entire price of the Course."—W. S. Townsend, Texas.

## WORTH WEIGHT IN GOLD

"Enclosed find Lesson No. 5. These lessons are worth their weight in gold."  
—G. M. Slaby, Illinois.



LESSONS NOS. 6 AND 7

Breeds and Varieties of Poultry

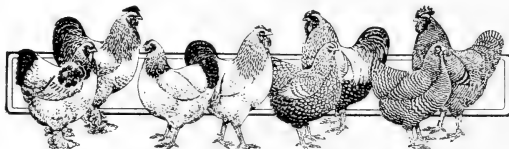
Every poultryman does have or should have a choice as to varieties of poultry which he desires to use. He ought to love the variety he uses better than any other one variety; he ought to know all about that variety—just how it was originated, how it should be mated to get the best color and shape, and just how to handle and breed that variety to get the greatest number of eggs and the largest number of choice birds.

While it is not necessary for every poultryman to be an expert poultry judge, yet he should have a general knowledge of the various breeds of poultry—their origin, chief characteristics, utility qualities, etc. This information will be given you in the form of the highest authority possible.

All about the history, origin and classification of poultry. How to select the right breed for your purpose. A full description of all Standard breeds of poultry. You are told the purpose for which each of these breeds and varieties are best suited. The time it takes them to mature and start laying. The Standard weights for each of these breeds. Why Standard-bred poultry will pay you more than mixed breeds, for it costs no more to house, feed and care for good poultry than for poor if you follow our methods.

WORTH TWICE THE MONEY

"I would not exchange the knowledge gained so far from the A. P. S. for twice the money it cost me. The poultry house construction, the baby chick lesson, feeds and feeding, the breeds and varieties of fowls are easily learned from your Course; and I am glad I am one of your students."—E. W. Determan, Ill.



There are good and bad points to all varieties and breeds. You ought to know them. You should learn how to breed out the bad points and to improve and intensify the good qualities in your flock.

GREAT VALUE TO ANYONE

"I am very much pleased with Lessons 6 and 7, which I consider of great value to anyone in the poultry raising business."—A. V. Montes, Havana, Cuba.

JUST SIMPLY FINE

"Your Lessons 6 and 7 are just simply fine."—Joseph Fitzgerald, Oregon.

LESSONS NOS. 8 AND 9

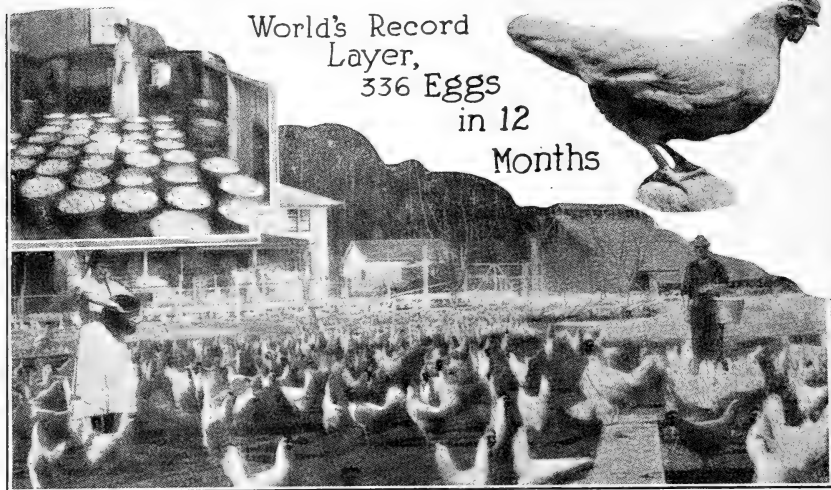
The Principles of Mating and Breeding

In every State in the Union there are a few poultrymen who stand head and shoulders above the rest in their ability to produce birds that approach perfection in shape and color-markings, in egg-production, or some other important characteristic. The result is that they are "just coining money," as their envious neighbors express it. With scarcely an exception it will be found that the secret of the success of these breeders lies in their mastery of Nature's laws of reproduction. As usually treated, this subject is extremely complex and difficult to understand. As handled in this lesson, the laws and principles of breeding and mating, such as line and cross-breeding, single and double mating, etc., are made so plain that even a child can understand them. No lesson in the entire Course will be of more constant value to you than this one.

We doubt if there is a work issued exclusively on this subject that is more comprehensive or gives a better idea of the laws of breeding. If you wish to breed for eggs or the show-room, you need to know some of Nature's laws that govern. Haphazard work gets you nowhere; but if you will get these lessons fixed in your mind, the way is clear. The production of show birds or great layers is not guesswork, but successful breeders follow the laws of Nature.

MAKES \$25.00 TO \$30.00 PER DAY

"Through your instructions I have been able to learn how to cull out laying and non-laying hens. The Farm Bureau of this county pays me five cents per bird. I handle 500 to 600 birds a day, which means \$25.00 to \$30.00. I have over 12,000 birds to cull this Fall. I do culling after the farm rush is over. I never could have made a cent of this money if it hadn't been for your instructions."—Anton Heitshusen, Iowa.



World's Record  
Layer,  
336 Eggs  
in 12  
Months

Wouldn't you like to know how to cull out the slackers and poor layers so as to cut down your feed bills? Don't kill the layers, but swat the drones. Learn to select and breed only from the high producers.

**HITS NAIL ON HEAD**

"If everybody that is interested in poultry could only understand how much they needed education in this line of work, they would enroll like hot cakes with your School. I have done lots of reading on poultry work, but your Course is the only thing I have found that hits the nail on the head."

—K. F. DuMoulin, Wisconsin.

**EASILY APPLIED**

"I am very much satisfied with your Course, and the lesson, 'Breeding and Mating,' in particular. You handle a deep, scientific study such as this in a way that is easily understood and can be applied by anyone, with a little thought."

—Chas. W. Bense, Jr., Wisconsin.

**THIS LESSON INVALUABLE**

"Professor, the lesson on Principles of Mating and Breeding is grand. Really, it is in itself a course, as much ground is covered. I consider this lesson worth more than you charge for

the entire course. A money value should not be placed on a lesson of this kind."—Roland Thomson, South Carolina.

**OF UNTOLD VALUE**

"I received the books O. K., for which I wish to thank you. The lesson on Science of Selection and Breeding of Poultry seems the most interesting thing I've read about poultry, and believe its value untold. Each and every one raising poultry should have a copy of it."

—E. A. Myers, Washington.

**MOST WONDERFUL WORK**

"Your Lessons 8 and 9 are the most wonderful works that I ever read on poultry and just what I have been needing."

—E. Cooper, New York.

**WORTH MANY DOLLARS**

"The lessons on the principles of Mating and Breeding, and Selection and Breeding for Egg Production are alone worth many dollars."

—Fanny A. Kennedy, Nebraska.

**LESSONS NOS. 10 AND 11**

**Selecting and Breeding for Egg-Production**

The big money in poultry is in winter eggs. We show you how to get them when eggs are highest in price. The average farm hen lays in the neighborhood of seventy-five eggs a year. This Course will give you methods of selection and breeding which should enable you to more than double their number of eggs. Our students are doing it.

No man in America has had so broad an experience or has done more careful work along the line of selection and breeding for egg production than has Professor Quisenberry.

In this lesson you get the principles of selecting fowls that will lay and also the benefit of the great work that has been done in the American Egg-Laying Contests and other Contests which are attracting such wide attention. Definite information is given you how to select the drones from the producers—certainly that is a fact that you ought to know. How to cull for increased production.

These lessons give you in clear, concise language the latest authoritative information on this subject of absorbing interest and vital importance. You are taught just how to select your very best producers without the use of the trap-nest; you are taught facts that you can get in no other Correspondence School in the world.

We regard this as one of the best lessons in the Course. Most of our students say these two lessons are worth ten times the cost of the entire Course even if they raise only a few chickens on a back lot. You are certain to say the same.

To many people, this subject is a mystery. We make it as plain as A. B. C. We show you how to mate for size, shape, egg production, meat production, etc. We show you which birds to choose for breeding purposes and which to eliminate. We show you how to cut out your non-productive stock and how to raise producers. It is easy enough when you know how. You learn how to select male birds for breeding up a high laying strain and for producing eggs of high fertility for hatching.

The latest, most complete and practical information ever published on culling out the poor producers and how to select the layers. Object of Culling, Time of Culling, Color Changes, Body Changes, Methods of Procedure in Culling. The kind to cull—the kind to keep. Selecting Pullets—Selecting Breeders. Every step in culling is clearly shown with many illustrations.

#### **MORE THAN MONEY'S WORTH**

"I am very thankful for your lesson on the Breeding and Mating for Egg Production. If I never get another lesson from you, I will feel that I have received more than my money's worth already."—J. M. Welborn, Okla.

#### **SAVED FEED BILL**

"Enclosed find Lessons 10 and 11, 'The Selection and Breeding for Egg Production.' I wish to say, after studying these lessons, I culled out nearly half of my flock and am getting about as many eggs as before."—Edw. Wolf, Wisconsin.

#### **REMARKABLE WORK**

"This is a remarkable work and worth its weight in gold to any breeder of poultry."—E. C. McCulloch, Tennessee.

#### **VALUE CAN'T BE ESTIMATED**

"Have just finished the lesson on Se-

lecting for Egg Production and when I say it is worth the entire price of the Course it is estimating it rather low."—Vincent Hoover, Ontario.

#### **ABSORBING AND WONDERFUL**

"I found the Science of Breeding for Egg Production so absorbing and wonderful that my wife says that I had better go live with the hens."—W. J. Chadwick, Canada.

#### **DON'T CLAIM ENOUGH**

"Your lessons, so far, are each worth the entire cost of the Course, but this last one on the Mating and Breeding for Egg Production is worth far more than double the price of the Course, and you do not put your claims strong enough for your Course. Since studying your 'Practice of Feeding,' I have revised my bill of fare with fine results, and do not now go on by guess-work."—George Strachan, Illinois.

## LESSONS NOS. 12 AND 13

### The Science and Practice of Poultry Feeding

We will show you how to feed for winter eggs and how to double your egg yield. No one can hope to succeed with poultry who is not well versed in both the science and the art of feeding. Poultry feeds are too expensive to be used by "guess." You will save feed money every day in the year by knowing relative values of the various feed-stuffs, how to properly balance and compound your own rations, make your own chick-feed, etc. These lessons explain the principles of feeding in a wonderfully clear and concise manner, and give tables showing the feeding value of the various grains, mill products, etc. You are also given feeding methods which have given splendid results in producing eggs on the world's greatest poultry farms. It is a lesson of priceless value. You are also told of a very simple and cheap ration used, and with which a two-year-old hen was fed that broke the world's egg record.

Your feed bills usually determine whether your plant is successful or not and there is not a more important item to be considered. Many of our students tell us they save enough on feed bills each year to pay for the lessons. Fed right, poultry thrive and pay. Fed wrong, they are an expense. Rations must be so balanced that the right proportion and kind of ingredients for egg forming are used. Some foods make shells,

## THERE'S WEALTH, HEALTH, HAPPINESS IN POULTRY BUSINESS

others make yolks, others whites. If you feed enough to produce six shells, four whites and two yolks you get only two eggs. If you feed the right portions for six shells, six yolks, six whites, you get six eggs. You have fed no more, but the right proportions. Our lessons on feeding will open your eyes to the wonderful results you will obtain when you have a scientific knowledge of the business. You will save the price of the Course every year by the facts learned from these lessons on feeding.

What to use for mash; how to mix scratch feeds and mash for high egg-production—how to prepare feeds for breeding stock to get hatchable eggs—how to mix fattening feeds, chick feeds, feeds for growing stock, etc. Description and food value of all feeds given; what feeds to never use: simple yet scientific way to "balance" your own feeds.



Feeding time. Feed so as to produce an equal number of yolks and whites. Feed so as to increase your egg production and at the same time save on cost of your feed bill.

### REDUCED FEED BILLS

"I have enjoyed your Course and am more than satisfied with it. I am getting more and better eggs and have reduced the feed bill 10 to 15 per cent by the knowledge obtained through your Course."—Russell Clunie, Wisconsin.

### BEST EVER READ

"The Feeding Lesson is the most interesting and helpful lesson that I have received."—Clarence McDonald, Nebraska.

### EASY TO SAVE MONEY

"I wish to say at this time that I think I can save the price of the whole Course on what I have found in the last lesson. I have kept poultry for the last fifteen years, and thought that I knew it all about feeding, but I have changed my mind, as I now know how to save some money."—S. S. Darling, Rhode Island.

### SAVED COST OF COURSE

"The value that I am getting from the Course is far in excess of the cost. I can now save enough on feeds to soon pay for the entire Course."—M. F. Hill, Illinois.

### FEEDING METHODS BRING BIG EGG YIELD

"As a result of the feeding methods you worked out for me, I am sure getting results; in fact, from pens today (October 23, 1920), containing 600 pullets, I received 345 eggs. Very often  
*Page Fifty*

they run more. One pen of 100 ran 73 per cent today and one around 65 per cent for the entire month. Really I am making money before I expected."—Wm Shands, Missouri.

### WORTH MORE THAN YOU CLAIM

"The 'Practice of Poultry Feeding' is more than you claim for it. If the other lessons are as good as it is, the Course is worth twenty-four times the price asked for it."—Chas. E. Oliver, New York.

### PLEASED WITH SCHOOL

"I am not sorry that I started in your School. While the first lesson was of considerable value to me, this lesson on 'Feeding' is even much more. I would not take the price of the entire Course for this one lesson."—P. J. Harkness, Illinois.

### RECEIVED GREAT BENEFIT

"I have received more benefit from your feeding lesson than from all of my reading, which has not been limited."—E. J. Jennings, Florida.

### GETS MORE EGGS

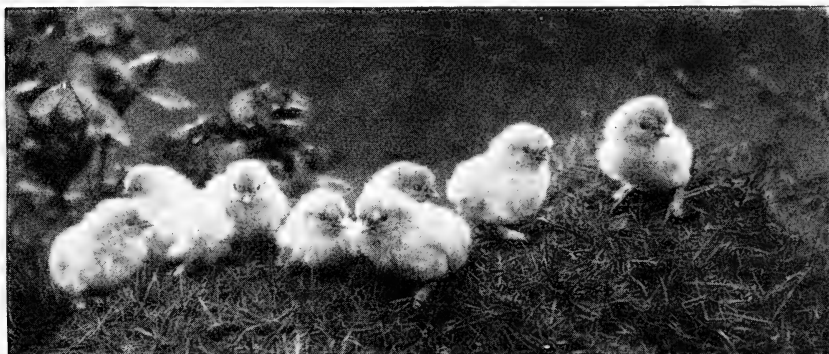
"Your lesson on feeding is great. By its aid we have cleared \$2.87 per head and bought all our feed. I get more eggs than any one in this locality."—H. R. Moff, Ohio.

### GODSEND TO INDUSTRY

"Your twelfth lesson is the greatest Godsend the poultry industry ever had."—H. L. Mason, Oklahoma.

LESSONS NOS. 14 AND 15

The Baby Chick



The baby chick is the foundation of your success or failure. Many poultrymen suffer heavy loss in attempting to raise baby chicks because of improper methods of brooding, feeding and caring for them. You will save the price of this Course in one year from what you learn from this lesson alone.

Every chick has a right to be "well born." Much of the future "career" of every chick is determined before the egg from which it is hatched is laid. One of the greatest, if not the greatest, secret of successful poultry-raising lies in the breeding pen; for this reason it has been thought advisable to devote an entire lesson to the welfare of the baby chick before he is hatched. Every sentence is crowded with information of extreme importance. Lesson 15 tells you the first, simplest and best methods of feeding baby chicks; it tells you the best known method of preventing white diarrhea.

Your success largely depends upon your ability to hatch and raise chickens successfully. Many of our students write us that these two lessons are worth hundreds of dollars to them.

**IS A MASTERPIECE**

"If at the completion of the Course I can't handle poultry, it will not be your fault. Your lesson on 'Baby Chicks' is a masterpiece."—W. J. Chadwick, Canada.

**AM WELL PLEASED**

"I must say the Baby Chick Lesson is no baby. I am well pleased with the Course."—Fred A. McCracken, Texas.

**NEVER HAD SUCH SUCCESS**

"I never had such good success with young stock as I have had this spring, due to the knowledge obtained from your lesson on the Baby Chick."—Bert Hough, Ohio.

**WORTH PRICE OF COURSE**

"The Baby Chick Lesson is worth the price of the Course to me."—G. T. McKee, Kansas.

**ELIMINATE MOST LOSS**

"Your lesson on Baby Chicks is just what we have been looking for. Last year we lost 650 chicks out of 1,500; this year we lost only 65 out of 1,600. This is the result of just one of your

lessons and I am surely glad that I took it."—Geo. M. Jones, California.

**OF LASTING WORTH**

"Will say that I am studying the Baby Chick problem now and find it very interesting and instructive information of lasting worth."—Harold M. Ellis, Massachusetts.

**MADE GREAT IMPROVEMENT**

"Enclosed check. Two weeks with the Baby Chick lesson have shown a marked improvement among my young flocks. It looks like a gold mine in the chicken business. Some one has spent a bunch of money and done a lot of hard work in preparing such concise and valuable lessons."—Chas. I. Baker, Pennsylvania.

**MORE PLEASED EVERY DAY**

"Am sending answers to the questions on Baby Chicks and am pleased to say it is a very instructive lesson. If the would-be fancier could only realize its value, all would hasten to procure it. I am more pleased every day with the A. P. S. work."—C. A. Roberts, Colorado.

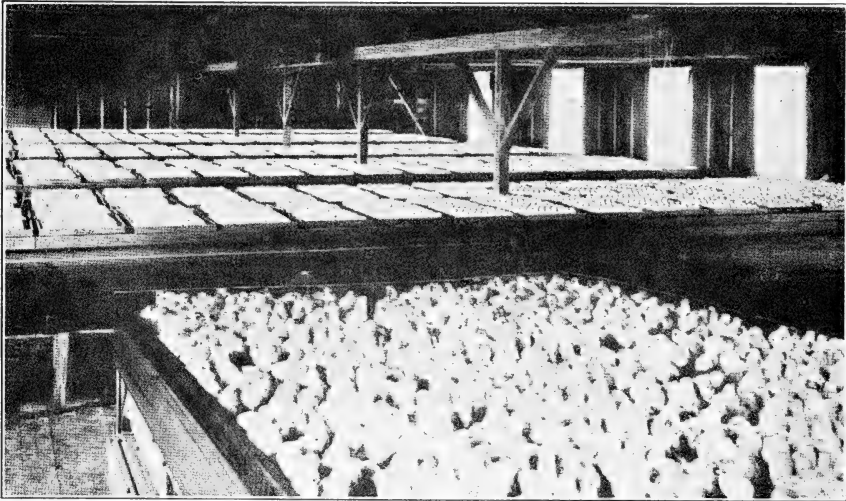
## YOU HAD BETTER BE SURE THAN SORRY

Millions of chicks are hatched each year and die when one day to two weeks old. We can save all this loss and tell you every step in chick raising. How to prevent and cure chick diseases and vices. The composition of feeds, object of feeding, feed requirements, Grain feed, Mash feed, Animal feed, Green feed. The subject of feeding and managing the chicks and growing stock is given you completely. The first feed the chicks should have, how, when and what to feed—a complete feeding schedule. Our lessons were prepared to cover conditions and such feeds as are found in any section of the country. How to properly feed the growing stock so as to keep them growing so they will mature and start producing eggs. How to teach the chicks to roost. We show you how you can tell whether your chicks are growing properly and what they should weigh at certain ages. Cost of growing the young stock.

### LESSONS NOS. 16 AND 17

#### Natural and Artificial Incubation—Mammoth Hatcheries and the Day-old Chick Business

The general subject of incubation is one of the most important, and at the same time least understood, of all the branches of Poultry Husbandry. Hundreds of failures in the poultry business may be credited to ignorance of the principles of artificial incubation and the proper method of applying them. In these lessons you get in plain, practical, readable form the result of a lifetime of investigation and experience in hatching hundreds of thousands of chicks, and in using the leading makes of incubators. You are warned and prepared in advance for the obstacles which puzzle and discourage many an amateur.



A large Hatchery showing thousands of eggs on top of the machine while being cooled. Learn how to regulate ventilation and moisture and to avoid death in the shell.

Millions of eggs are wasted because the chicks die in the shell. We show you how to avoid this frightful loss.

This subject is the foundation rock on which a successful poultry venture must be built. You must know how to hatch the incubator chick. Thousands fail each year—fail not because they cannot hatch them, but because they do not hatch a normal chick. They are weak and have poor prospects for life because of the ignorance of the operator. We have attempted in these lessons to give you such aid as will help you to succeed in this important branch of the poultry work.

Before taking up the subject of incubation you are told all about the

formation and structure of the egg and the formation of the chick. How to get strong fertility, how to get a chick from every hatchable egg. We tell you how to select the right kind of eggs for incubation. The best time of the year to hatch. The advantages of hatching early. Natural incubation. How to set and manage setting hens, how to make a suitable nest. We tell you about the different types of incubators and show you by means of many illustrations the working parts of incubators. You are told how to select the right kind and the right size incubator to meet your particular needs. You are told how to operate any kind of incubator, whether hot water, hot air, kerosene heated, electric, gas or coal. How to operate mammoth incubators for the best results. How and when to turn and cool the eggs. Facts about moisture and ventilation that have never heretofore been published. How to test eggs, how and what to do at hatching time.



Millions of baby chicks are being shipped each year through the mail in boxes like the above. We have on our faculty the man who got the government to permit this being done. He is president of the International Baby Chick Association. We give you all the secrets of this business.

### MAMMOTH HATCHERIES AND DAY-OLD CHICK BUSINESS

We have three of the greatest experts in this line to be found in the country, Herbert H. Knapp, president of the International Baby Chick Association; Reese V. Hicks, formerly of the "Million Egg Farm," and Carleton Quisenberry of the American Poultry Experiment Station and "Full-of-Pep Chick Co." For the first time a lesson on this profitable branch of the business is offered by three of the country's greatest experts. These men know and can guide you to a successful day-old chick business and solve all your incubator problems for you.

#### WORTH MANY TIMES COST

"I am now through with the Course and I think it worth many times what it cost me."—W. K. Trumbo, Kansas.

#### SURPRISED AT VALUE

"The lessons are splendid. I had no idea that there was so much to the Course."—Thos Dedwith, Idaho.

#### COVERS SUBJECT THOROUGHLY

"Enclosed find lesson on 'Incubation.' This lesson certainly covers the subject thoroughly. I am very much pleased with all of them."—Geo. H. Allured, Iowa.

#### WORTH OVER \$500.00

"The more I study the more I want, so I am at it every moment. Could I not duplicate my Course, I would refuse \$500.00 for it. It is worth that to anyone expecting to go into the poultry business."—V. H. McDonalds, Pennsylvania.

#### NOW HELPING OTHERS

"I certainly have to thank you as the lessons have helped me wonderfully. I have been around to different parties keeping poultry who have called on me to come and see them and solve their problems."—E. Volmer, Illinois.

# WE TEACH YOU HOW TO START RIGHT AND TO AVOID MISTAKES

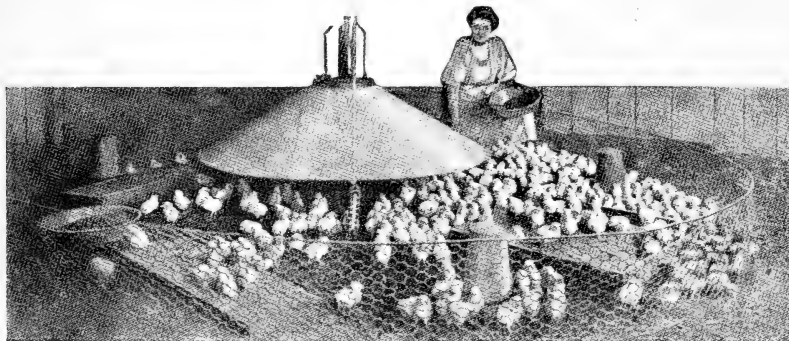
## LESSONS NOS. 18 AND 19

### Natural and Artificial Brooding

After chicks are hatched, you must know how to brood them. These lessons are the most complete ever printed on this important subject. You have before you in description and illustration all of the leading systems, where you can make your own comparisons. There is advice for the man or woman who wishes to rear a hundred or two, and plenty of help for the one who wants to rear chicks by the thousands. You will have plenty of illustrations and information about the much-talked-of and best systems, and the best coops and methods of brooding with hens. Many people lose a startling number of baby chicks for lack of knowledge of proper feed and care. Our methods will practically eliminate this.

How to avoid loss by toe-picking, crowding, and various other secrets of brooding. How to successfully brood chicks by natural and artificial methods. How to manage the hen and chicks, how to toe-punch and wing-band chicks. How to move the chicks from the incubator to the brooder. The Classification and Types of brooding systems. Individual Hovers and Brooders. How to successfully operate the approved types of brooders, including coal heated, gas, oil brooders, hot water pipe brooders, fireless brooders. How you can decide on the size and capacity of your brooders—the amount of brooder space needed. The correct brooding temperature, how to maintain the proper heat. How to brood from 500 to 1,500 chicks in one flock.

Plans for colony brooder houses, houses for brooder stoves, long brooder houses and plans and drawings of every kind of brooder house and brooding systems are discussed and both their strong and weak features pointed out. In other words, you are completely equipped for taking off the hatch and guiding the chicks through a somewhat hazardous pathway to a strong and vigorous maturity. These are some of the vital lessons of the Course.



Wouldn't you like to reduce the number of deaths in brooding chicks, have them grow faster, and save feed and labor? One thousand chicks being successfully brooded in one room.

#### MEANT SUCCESS TO ME

"The Course has been of great value to me during incubation and brooding this spring. I refer to the lessons almost daily and it has meant success to us in brooding."—Mrs. L. W. Loomis, New Mexico.

#### BEST EVER SAW

"I am frank to say that your 'Brooding' lesson is the best thing of its kind I ever saw."—Ralph Searle, Director of National Poultry Institute, Kansas.

#### WORTH MORE THAN COST

"I consider the lesson on 'Brooding'

alone worth many times the price of the entire Course."—E. S. Thoren, Illinois.

#### COURSE WORTH \$1,000.00

"Find enclosed my answers to 'Brooding.' This lesson is a masterpiece on this subject. It is worth the price of the entire Course. I would not give up my Course for \$1,000.00. I consider that it is worth more to me than that, and would be to any one else who contemplates engaging in the poultry work."—Arthur J. Bailey, Nebraska.

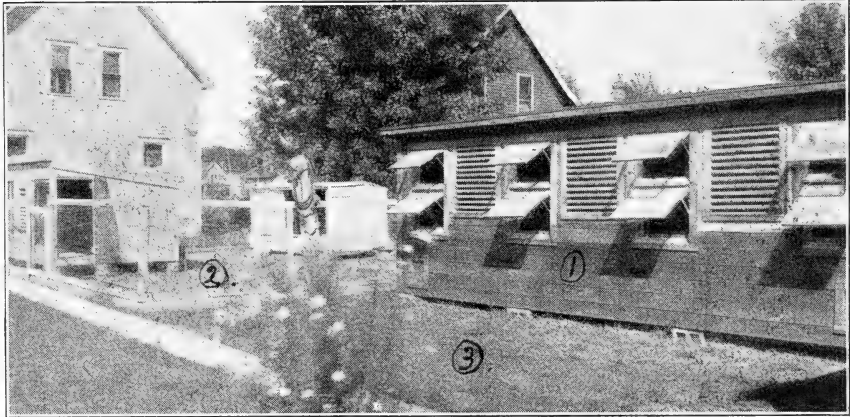


LESSONS NOS. 20 AND 21

Intensive Poultry Culture

These carefully written and intensely practical lessons do not attempt to promote any "system," whereby you can make a living from poultry on ten square feet of ground in your back yard. The only "system" which they plan, and the only system required in order to make intensive poultry culture a success, is the system of good, sound common sense. They are written especially for the "back-lotter" and for the man or woman who wants to succeed on five or ten-acre tracts, and it will be of equal interest and value to anyone who wishes to make his land yield the largest possible revenue. The advice and special directions given are not theories, they have stood the test of time; they "work." You will read the book on "Intensive Poultry Culture" and then re-read it before you ever lay it down. These are some of the valuable lessons of this Course. You will agree with us when you have completed these two lessons.

We give you the best arrangement for a city lot, a one-acre, three-acre, five-acre, or ten-acre tract devoted to poultry, garden, fruit and bees. We show how it is possible to have a \$10,000.00 income from five acres of ground. No one who raises poultry in a small way can do without these lessons.



We have city lot poultry raisers making hundreds of dollars from their poultry on their back lot, and suburban students who are making thousands from a small tract of land. No. 1 is the back lot poultry house. No. 2 is the yard for the young chicks, and No. 3, space for lawn and garden.

**CAN'T PRAISE ENOUGH**

"I am just sending in the two lessons on Intensive Poultry Culture. I certainly feel like congratulating you on these lessons. They are just what we side line poultry keepers have been looking for. I can not praise your Course enough as it has been a great help to me. I find by following the lessons that I have learned that I have increased my profits for the ten months of this year five dollars per month. My egg production has increased and every branch of my poultry work is more easy and successful. If any person from this section writes you in regards to the school you can refer them to me and I can surely show them results right in my poultry yards. Yours for success to the A. P. S."—E. J. Mathias, New York.

**DELIGHTED WITH COURSE**

"I am delighted with the Course. It is not only instructive, but interesting and entertaining as well. The study is a pleasure, rather than burdensome labor. I shall never regret having become a student of the A. P. S."—F. H. Kaiser, Indiana.

**BACK LOT POULTRY MADE PROFITABLE**

"I think any one lesson is worth the entire price of the Course."—A. Lillis, Michigan.

**LESSONS EXCELLENT**

"Your lessons on Intensive Poultry Culture are excellent and it gives the opportunity to a city lot farmer or poultryman to take lessons on the Poultry Course to a good advantage."—John Spiegel, Michigan.

LESSONS NOS. 22 AND 23

Poultry Farm Management and Increasing Winter Egg Production by Artificial Lights

The greatest secret of success in the poultry business, as in any other business, lies in one's training and natural ability as a manager. Whether you plan to go into business "on your own hook" or to secure a place on one of the many large poultry plants already in existence, it is of vital importance that you have a thorough knowledge of the problems which every poultry farm manager must solve. In these lessons, Professor Quisenberry treats the problems of poultry farm management in a clearer and more practical manner than they have heretofore received. His years of experience and observation as manager of one of the largest and best equipped poultry farms in the United States make his advice along this line worth its weight in gold. He tells you how to plan and manage a poultry farm so as to save labor and expense.



Two of the best places in the world to grow poultry, in an orchard and in a corn field. Our lesson on farm management shows how to increase winter egg production by the use of artificial light, and a thousand other ideas that insure your success.

**YOUR SYSTEM INVALUABLE**

"Your Course, your system of systems and each of the many lessons are worth more than the cost of the Course to a practical man."—E. E. Runyon, Tennessee.

**MOST IMPORTANT SUBJECTS**

"I wish to thank you for your Lessons 22 and 23. This is one of the most important subjects of the Course."—Geo. L. Cooper, Oregon.

**FULL OF COMMON SENSE**

"Have just finished your lessons on Poultry Farm Management. They are both good lessons and I have taken a great deal of time with them. They

*Pgee Fifty-six*

are good lessons and full of common sense."—E. L. Pasco, Ohio.

**SURPRISED OLD TIMERS**

"I have raised chickens for years and I have found out that I did not know the first principles of raising poultry. I am more than pleased with your Course."—W. G. Banks, Oklahoma.

**OF GREAT VALUE TO ME**

"Although I have been breeding poultry for twenty years, I find much that is of great value to me."—H. E. Hansel, Minnesota.

**MOST PRACTICAL EVER SEEN**

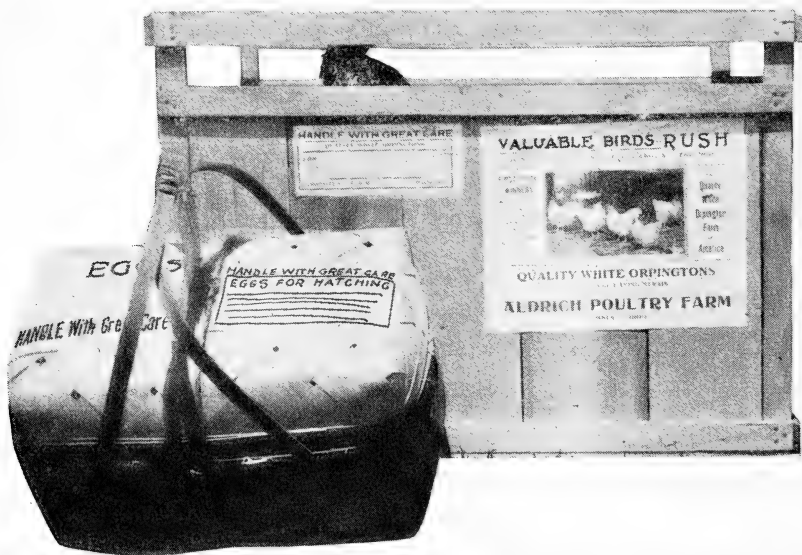
"I think it is the most practical treatise on poultry that I ever saw."—A. M. Krepps, Oregon.

Many poultrymen have failed and hundreds of thousands of dollars have been lost because the poultry farm was not properly planned, adequately arranged or conveniently constructed. The best method of increasing winter egg production by use of artificial lights is also thoroughly explained. The proper hours and method of using artificial lights for winter egg production. The most up-to-date and complete information available on this important subject. Object and purpose of artificial lights. Artificial lights for the farm flock, for the commercial poultryman, for the backyard flock. How to get as many eggs in winter as most people get in spring. No one man is as well posted or has made as many experiments along this line as has Prof. Lewis. His lessons on farm management and increasing egg production with artificial lights are worth the price of the Course. His information and our own give you all that is known on these subjects.

#### LESSON NO. 24

##### Establishing a Profitable Trade in Pure-Bred Poultry

Many alluring stories have been circulated during the past few years, placing the pure-bred poultry business in the light of a "get-rich-quick" scheme—stories of single birds selling at from one to five thousand dollars each, etc. While such sales may be authentic, they are the rare exception and not the rule. The pure-bred poultry business is, however, both fascinating and profitable when engaged in by the person who has "prepared for success" by making a careful study of its problems in advance. To succeed in the poultry business one must be able to do more than to produce "birds of quality"; he must understand thoroughly the problems of advertising in all its varied phases; he must have developed to a high degree the art of salesmanship on paper, for the pure-bred poultry business is very largely a mail-order business. It is problems of this nature that are forcefully and thoroughly dealt with in the lesson on "Establishing a Profitable Trade in Pure-Bred Poultry." Nowhere in the field of poultry literature will any amount of money buy the valuable information which this lesson contains.



A shipment of eggs for hatching and of standard bred poultry for breeding purposes. We can show you how to increase your sales and add to your profits. Learn how it is possible to make \$10,000 to \$90,000 per year selling standard bred poultry, eggs and baby chicks.

How to market day-old chicks, hatching eggs and breeding stock. The most complete information on the subject ever given. The Business End of Poultry Keeping. Simple yet thorough methods of keeping your accounts. How to advertise for Results. How to answer inquiries and get orders for stock and eggs. The inside secrets of building up a profitable business in the sale of hatching eggs, baby chicks and breeding stock told for the first time. The secrets of how some of the big breeders and advertisers make from \$50,000 to \$100,000 per year.

**RESULTS ARE GRATIFYING**

"I have been applying your lesson of 'Building Up a Trade in the Poultry Business' to my chickens, and the results are very gratifying."—George R. Herrington, New Jersey.

**BEST LESSON OF ALL**

"Find lesson on building up a trade enclosed. I was going to say this was the best lesson of all, but as I recall each of them, I find it hard to say. They are all fine."—Eustis Loomis, Illinois.

**FULL OF SOUND ADVICE**

"Your lesson, 'Building Up a Trade,' stands as a 'feature' of the Course.

Every page is full of sound, practical advice for every day in the year."—John Rheinhardt, Indiana.

**SURE WAS AN EYE-OPENER**

"Your lesson on 'Building Up a Trade' is sure an eye-opener. The Course gets more interesting all the time."—Albert Escott, Ohio.

**HELPED BUILD UP BUSINESS**

"Find enclosed 'Building Up a Trade in Pure Bred Poultry.' A poultryman can work up a good business by following the methods and instructions outlined in this lesson."—Chas. B. Felder, Illinois.

**LESSON NO. 25**

**Poultry Enemies and Parasites**

"Eternal vigilance is the price of success" in the poultry business. The list of poultry enemies and parasites is appallingly long and formidable. From the sneaking coyote or the neighbor's "Tom" cat to the "mighty mite," there is a never-ending array of enemies, both in the air and on the ground, that must be continually guarded against. This lesson tells how and in a way that makes success certain. The formulas and directions for making your own lice and mite-killers, paints, powders, etc., will save you money every month in the year, besides making your poultry-raising more pleasant and profitable.



How to control and prevent such poultry pests as body lice, head lice, mites, tropical mites, scaly leg mite, depluming mite, chiggers, "stick tight" fleas, ticks, blue bugs or worms. The latest and most approved methods that will mean dollars to you and better results. It is a waste of feed and labor to have the health and vitality of your poultry sapped by these miserable parasites. It is easy to avoid them. We tell you how.

**PLEASED WITH INVESTMENT**

"I was taken with the work from the start; still the more I see of it, and as each succeeding lesson comes, I am much more pleased with my investment. My only regret is that I did not have it a few years ago, when I first started."—G. F. Wentworth, Colorado.

**WILL HELP ANYBODY**

"My wife has to take the books away from me at night to get me to bed. Your Course will help anybody inter-

ested in poultry."—L. L. Heimerman, New York.

**FOOD FOR THOUGHT**

"'Enemies and Parasites' it looks very easy, and, to a casual observer, would be considered of little import; but anyone who answers the questions as propounded will find plenty of food for thought before he completes the lesson. I found it right in line with the rest of the Course."—Ren. W. Crockett, Virginia.

**GETS 50 PER CENT YIELD IN DECEMBER**

"Your books have been of much benefit to me. They have taught me to balance rations that will produce eggs. I have a flock of 550 hens and pullets and am getting nearly a 50 per cent egg production in December, and at the high price of eggs and the present price of feed I feel I am making a good profit."—Harry E. Merwin, Ohio.



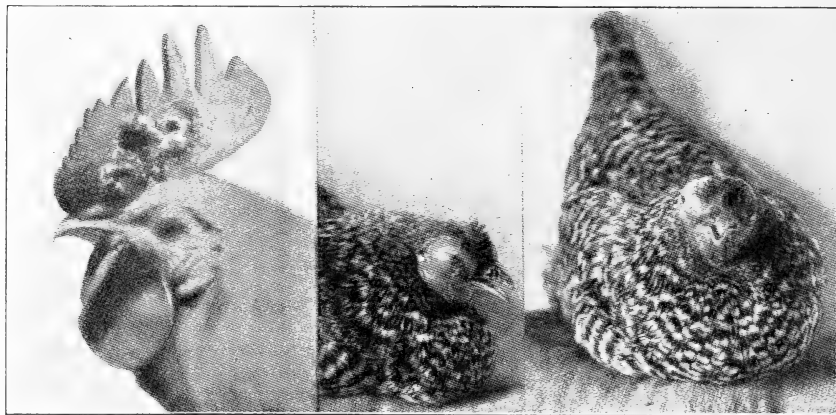
LESSONS NOS. 26 AND 27

**Poultry Diseases, Their Causes, Prevention and Cure**

That an "ounce of prevention is worth a pound of cure" was never more true than when applied to the diseases of poultry. It is of prime importance that we are able to detect and properly diagnose the first signs of disease, in order that we may be in a position to take intelligent measures for the prevention of their spread. In these lessons the confusing technique of medical science is omitted and the symptoms, causes, prevention, and cure of the various ailments to which the modern hen and her brothers are heir are given in common every-day English. The preventive measures advised are simple and practical, and the remedies given have stood the test of time. These lessons will prove a trusted counselor and friend as long as you continue to keep poultry.

Disease reaps an appalling harvest from poultry raisers each year and in a large number of cases is unnecessary. Properly cared for, poultry is healthy, and we teach you how to prevent disease. Your site may be wrong—your diet wrong—your methods of breeding and mating may be producing weak stock. Follow our methods and health is assured. We also show you how to detect and treat poultry diseases. Equipped with the knowledge our course will give you, disease will hold no terrors for you.

You are told just how to prevent all kinds of diseases. You are given effective formulas that you can get in your local drug store so that you are not forced to buy high priced patented remedies and fake preparations that are so highly advertised. You are told how to control all poultry diseases. Sanitation and Hygiene. Common Causes and Prevention of Disease. Classification of Poultry Diseases. Common Symptoms and what they mean. How to make a post mortem examination. How to prevent and cure such diseases as roup, chicken pox, diphtheria, white diarrhea, leg weakness, canker, liver trouble, etc.



Diseases are costly if not prevented or properly treated. They are not to be dreaded if you use the "Quisenberry Way." Do you know how to make a post mortem examination? Do you know healthy organs from diseased ones when you see them? We teach you all of this so it is simple and easy.

**BEST INVESTMENT MADE**

"Enclosed find lesson on diseases. I must say this is a very interesting and important lesson. I consider it the best investment I have yet made."—S. E. Hostette, Louisiana.

**WORTH PRICE OF COURSE**

"The knowledge I gained from the disease lesson is worth the price of

the Course."—George W. Morris, Kentucky.

**BEST TREATMENT GIVEN**

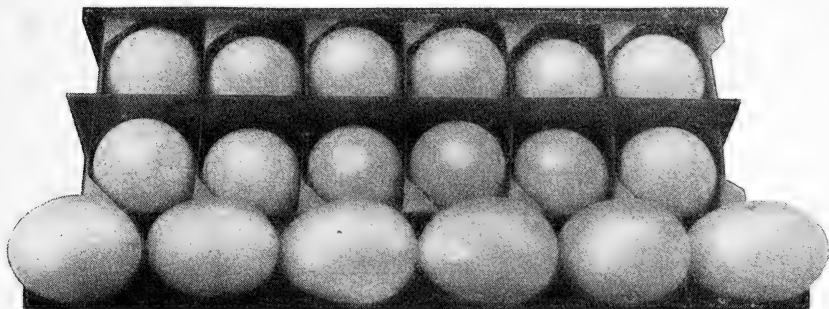
"Enclosed find answers to examination on 'Poultry Diseases.' It is very interesting to study out the 'whys and wherefores' and the best methods of treatment as given by experts. Never too old to learn."—J. H. Stanton, B. C., Canada.

**LESSONS NOS. 28 AND 29**

**The Market Egg Business**

It is well within the bounds of truth to say that the commercial egg business is the most profitable single branch of the poultry industry. With the population of our cities increasing three times as rapidly as the population of the country, with fancy new-laid eggs selling as high as \$1.35 a dozen in Eastern cities during the past winter, there seems to be no danger of over-production. Whether you produce market eggs as a side line or make it your principal source of revenue, you will be confronted with certain problems not met with in any other branch of the poultry business. It is these peculiar problems that these lessons on "The Market Egg Business" solve for you in advance. "Fore-warned is fore-armed." Every time you take a basket of eggs to market you will draw a cash dividend on these lessons. We tell you how to get the highest price for all you can produce.

Nothing has ever been published on the market egg business that is equal to these lessons. You will agree with us when you see them.



High grade market eggs have sold as high as \$1.55 per dozen this year. There is big money in the production of eggs. We show you how to get the highest market prices.

**MARKETING**

Here is an important but too often neglected factor of poultry culture. No matter how successful you are in raising them if you cannot market them to advantage you will not be successful. We know of people who get only 20 cents a dozen for their eggs and others who get \$1.00. Some broilers will sell for 7 cents a pound and others for 75 cents. It is just as easy and economical to raise one kind as the other, but one means profit and the other loss. We show you how to put flesh on your birds so that they will command the best prices. We show you how to dress your poultry to advantage—how to select your eggs, etc. In other words, our lessons on marketing are the finishing touch of a perfect course. They alone are worth what you pay for the rest of the lessons and the information given you will repay you many times over each season.

**MORE THAN SATISFIED**

"Can I not remit the balance on the Course and settle the monetary part of it? I don't like the partial payment business, and would not have taken the Course on that plan if I had known in the start the work was so interesting as it is. I have gone far enough to be satisfied, and want to complete the payments."—J. D. Louden, Iowa.

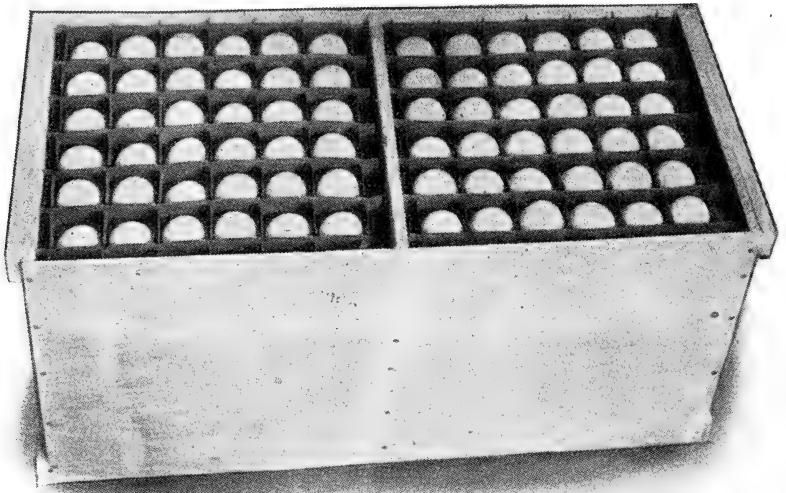
**LESSON IS GREAT**

"Your 'Market Egg' lesson is great, and I was surprised at some of the facts it covered and the way the sub-

ject was handled."—J. F. Allerton, Oregon.

**ONE OF MOST IMPORTANT**

"Your lesson on 'Market Eggs' is one of the most important, and has settled many questions for me. I like the very concise and practical manner in all the lessons and no one could expect to get more real common sense information. Strong basic theory is always present, yet the most practical minded one could not miss the real value shown."—S. S. Schooley, Kansas.



Everything on the farm is down in price except poultry and eggs. With feed prices so much lower, now is the time to feed the cheap grain to hens and make big profits. Thousands of farmers who are students of the American Poultry School write that they are making more money from their hens than ever.

**LESSONS NOS. 30 AND 31**

**The Market Poultry Business**

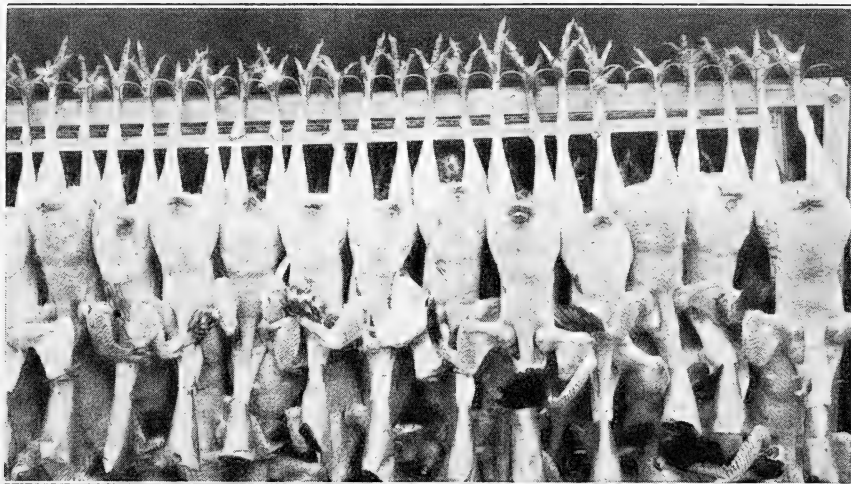
No branch of the poultry industry has made such rapid strides, both in magnitude and importance and in improved methods of production and marketing, as has the market poultry business during the past few years. No field of endeavor offers a brighter prospect for enduring profit. The first section of the lesson deals with the possibilities of the market poultry business—its various branches and their relative importance, and with the problems of production. The second section gives thorough, practical and complete instruction for fattening, killing, dressing, packing, and marketing the various classes of poultry. This lesson really forms a complete Course in itself. Experts declare it well worth the price charged for the entire Course of thirty-eight lessons. You will agree with them. We have some students who sell their broilers for enough to pay for the feed, labor and care of raising their pullets to six months of age, so their pullets are produced without cost. You can do the same.

**CLEARED OVER \$1,000.00  
FROM SMALL FLOCK**

"Followed your methods  
and this is the result:  
Eggs sold, 2686½  
dozen ..... \$1,149.19  
Chickens sold..... 217.38  
Chickens Used at  
Home (7) ..... 35.00  
Increase in flock,  
138 pullets..... 207.00  
\$1,608.57  
Cost of feed..... 606.72

Net profit..... \$1,001.85  
"There was no record of  
eggs used at home and no  
record of manure."—H. M.  
Luttrell, Kentucky.





Do you know how to fatten, stick, dress or market poultry? Millions of dollars are lost because poultry is not properly fattened or marketed. The profits from this lesson will pay for your Course in one year.

### LESSON NO. 32

#### Capons and Caponizing

He who allows a male bird to mature full sexed, unless it be one reserved for breeding purposes, is making a mistake which is costing him good hard "coin of the realm." A cockerel that sells on the market for 90 cents would, if a capon, bring from \$2.50 to \$4.50. This lesson gives you all the "ins and outs" of the capon industry, tells you in minute details how to perform the operation, how to care for and fatten the capon; how, when, and where to market, etc. It will prove an invaluable addition to your equipment for achieving "health, wealth, and happiness" in the poultry business. We have hundreds of students who never saw a capon who perform the operation successfully on hundreds of cockerels after reading this valuable lesson.

There is a big opportunity to caponize birds for your neighbors at good pay. Turkeys are becoming scarce, therefore capons are certain to become more popular and more profitable.

#### WASTED GOOD MANY YEARS

"I am reading the lesson sent, and it is so interesting that I can't stop and it is 11:30 p. m. I can see that I have wasted a good many years in studying this 'get-rich-quick' stuff. Well, that stuff will see a bonfire tomorrow."—C. N. Metz, California.

#### CAN'T STOP STUDYING

"These are mighty good and valuable lessons, and should prove very helpful to any one who handles poultry in any way. The greatest fault I find with your Course is that it is so interesting that it is hard to 'leave off' studying them."—Otis P. Smith, Maryland.

#### NEVER LOST A BIRD

"I am very much pleased with the lesson on 'Capons and Caponizing,' as

well as all the lessons that I have taken. To say I am delighted with my success is putting it mildly. I was surprised in not losing a bird operated on."—Jas M. Houke, Colorado.

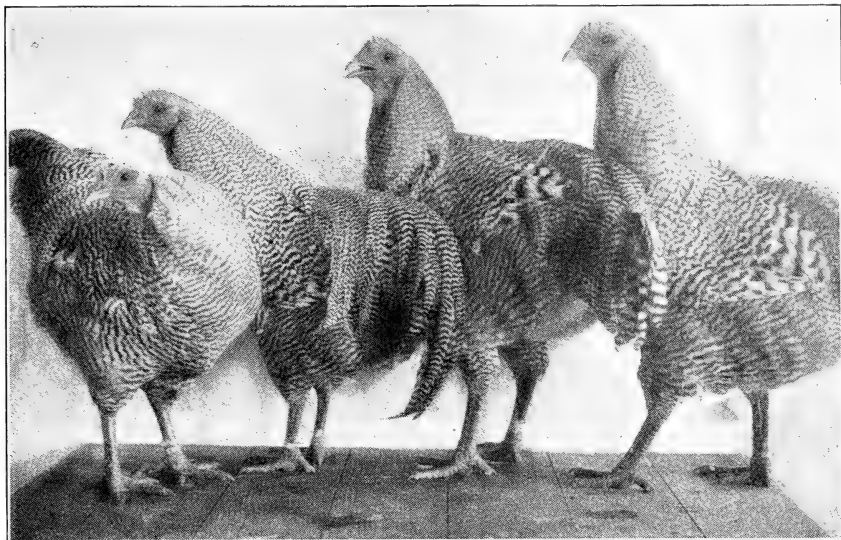
#### MORE INTERESTING THAN EXPECTED

"I can truthfully say that I am finding the work much more interesting than I looked for, especially the 'Capon' lesson. I have worked on two birds."—H. H. Dunnavan, Illinois.

#### CAPONIZED 60 COCKERELS

"Glad I have secured such splendid instruction as I have from you. I bought up 60 cockerels and caponized them without the loss of one. Thanks for your very kind favors."—G. W. Morris, Kentucky.



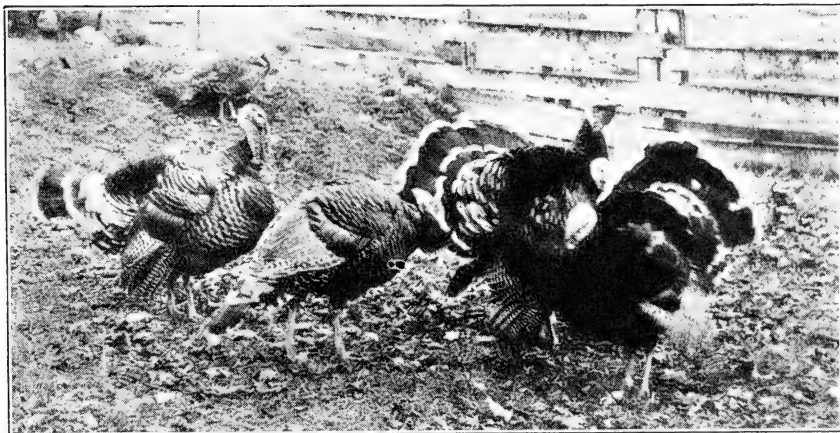


Profitable capons. Four full brothers. Thousands of our students learn to caponize with practically no loss of birds. They add to their profit.

#### LESSON NO. 33

#### Turkeys

Either as a side line or as a principal source of revenue, the raising of turkeys is one of the most profitable branches of the poultry industry, provided you are properly located and understand in advance the peculiar problems which you will be required to solve. This general lesson on "Turkeys" gives in plain, concise paragraphs just the facts which you need to know in order to make this branch of the poultry business a success from the start. It tells you how to select your breeders, how to mate them, how to hatch, brood, raise, feed and grow the young. There is a secret in raising turkeys. You must know how.



Turkeys sold from 45c to \$1.00 per pound this year. More of them can be profitably raised. But you must know how. We guarantee to show you.

LESSON NO. 34

Waterfowls and Guineas

If you have a location suitable for waterfowls, there is no doubt as to the profits that can be made from ducks or geese. The amount of equipment required is nothing like as extensive as that required for chickens. If you are to succeed, however, you must know how. No other literature contains as much helpful information about ducks and geese as we give you.

On account of the scarcity of game birds, guinea culture is becoming more and more profitable. This lesson deals with these birds in a very instructive and helpful manner, which will enable you to succeed to a greater degree than you could otherwise do.

**CHANGED FAILURE TO SUCCESS**

"It was mighty discouraging before I found the A. P. S., but now I like to plan and look ahead."—Mrs. W. B Glass, Oregon.

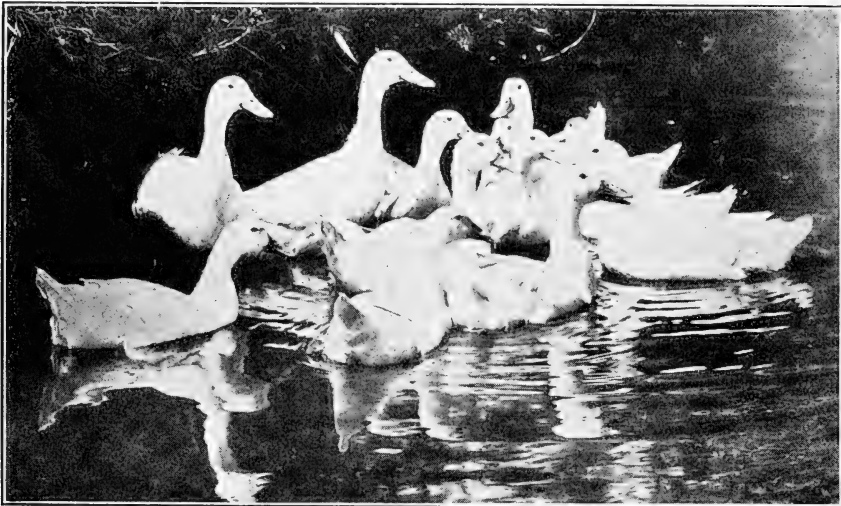
**WORTH WEIGHT IN GOLD**

"May I say that the Course has been a great help to me in many ways. During my study and since have not found any course so practical and complete as yours. Let me lay particular stress

on the 'Science of Breeding' lesson, as this lesson is worth its weight in gold to a poultryman."—William C. Ludwig, Ohio.

**MIGHTY GLAD I STARTED**

"I am very much interested in your Course and am mighty glad I started in it. I have finished about one-half and would not miss the rest of it if it cost me \$100."—Clarence Moje, New York.



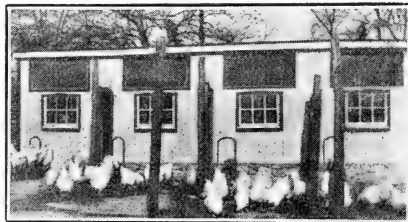
A number of men in this country are becoming rich off of market ducks. If you can't succeed by our method, you don't deserve to succeed.

**COURSE WILL SAVE MONEY AND LABOR**

"Any one thinking of taking up the poultry business, and wishing to succeed and save money and labor should take your course. Each lesson is worth more than the total cost. I am sure if more people would study your wonderful books there would not be so many dead baby chicks each season."—Harvey W. Herb, Pennsylvania.

**YOU DON'T CLAIM ENOUGH**

"Your advertising is rather conservative. Without overdoing it you could safely state that any one lesson is worth the price of the entire Course."—Edward A. Brinton, Utah.



**GOOD SOUND KNOWLEDGE**

"It is hard to tell which lesson I do like the best yet, but they all are the real thing and good sound knowledge."—W. B Hall, New Hampshire.

LESSONS NOS. 35 AND 36

Fitting and Exhibiting Standard-Bred Poultry

Thousands of local, state, and national poultry shows are held every year and their number is steadily increasing. In most of these shows competition is keen, and it is difficult for the amateur to win.

The modern poultry show is the heart and life blood of the pure-bred poultry business. To "win the blue" in hot competition is to turn the eyes of the poultry world in your direction—the harbinger of an increasing trade at lucrative prices. To win and win honestly is both a science and an art. In these lessons are described the methods of successful showmen, and you are given directions for getting your birds up to Standard weight rapidly, for training, washing, fitting, and for shipping them safely in cold weather, for their care at the show, together with numerous other suggestions, helps, and hints. If you plan to go into the pure-bred poultry business, you will prize these lessons as much as any other in the entire Course.



Won at a single poultry show. Many of our students condition and exhibit their poultry according to our methods and win in the hottest competition. You can do the same.

**WORLD OF INFORMATION**

"I hereby hand you my answers to the two lessons on 'Fitting and Exhibiting' pure bred poultry Nos. 35 and 36 for your correction. This has been a very interesting and valuable lesson to me as it has contained a world of information which would otherwise require years of experience to obtain. I have shown birds several times, but I found I could have accomplished more had I had this information. I thank you for it. It is fine. Respectfully yours."—Otis P. W. Smith, Maryland.

**EASY TO LEARN**

"I can frankly say I am really surprised as to what can be learned through the A. P. S. The lessons are all easy to understand and easy to learn. The text-books which I have received up to the present time—money

could not buy them."—E. Vollmer, Illinois.

**MADE BIG IMPROVEMENT**

"I have learned more than I ever thought could be done. I can see a big improvement in the flock of poultry I have."—D. J. Kieldsing, West Virginia.

**BETTER SUCCESS THAN EVER**

"I find I never understood the many 'in-betweens' of the poultry business, and I am having better success than ever before."—F. A. McCracken, Texas.

**WINS MANY PRIZES**

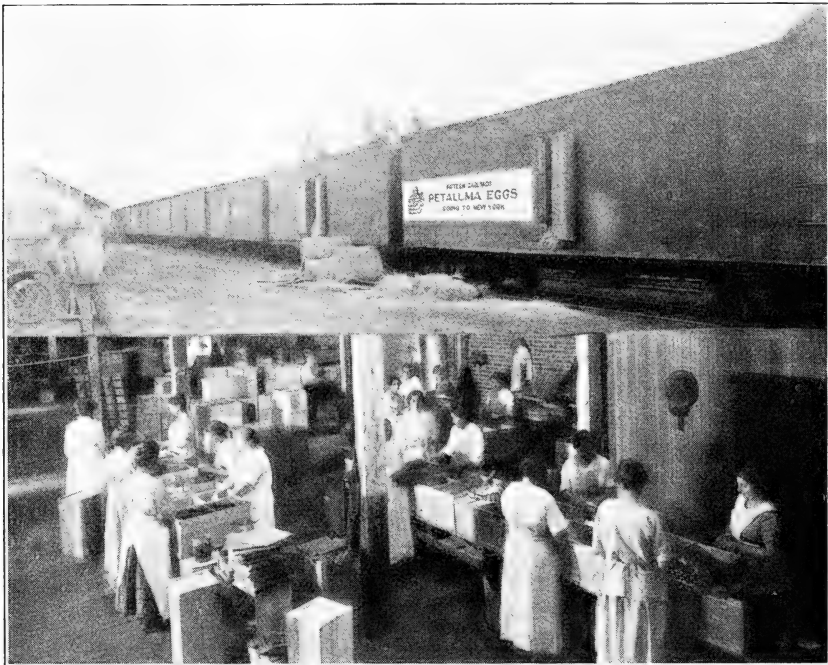
"Your lessons on 'Fitting and Exhibiting Pure Bred Poultry' has repaid me for the entire Course. On ten birds shown I have taken nine ribbons, three firsts, one second, two thirds, one fourth and two specials."—Jas. H. Machin, B. C., Canada.

LESSON NO. 37

**Poultry Leadership, Poultry Clubs, Shows, Organizations, Etc.**

The California Poultry Producers Association cleared over a quarter of a million dollars for its members in a few months by organization and co-operation. We show you how to organize your community and the value of same.

A little quiet observation is sufficient to convince anyone that the poultrymen whose reputation and fame are increasing and spreading the most rapidly are those who take the most active part in the various local, state, and national poultry organizations, specialty clubs, etc. They are well posted, progressive men and women who know what to do, how to do it, and when. They know how to preside at a business meeting, how to draft a constitution and by-laws—in short, how to make themselves generally useful. It is the ambition of the American School of Poultry Husbandry to properly equip every one of its graduates to be leaders, not followers—thus this lesson. It is the first and only work of its kind ever issued. You ought to know how to organize and successfully manage a poultry show. There is a call everywhere for leaders of country poultry clubs. We have endeavored in this work to give instruction that will be of special benefit in doing this character of work. You will find this lesson of great practical value and of special benefit to you in your poultry career.



Scenes from the California Poultry Producers' Association. Fifteen car-loads of eggs being shipped from Petaluma to New York in one day, and then topping the market. The President of this Association is a member of the faculty of this School. We show you how to co-operate and organize, and how the above association made over \$250,000 in a few months for its members.

**LESSONS MAKE YOU EXPERT**

"If a person lives up to the lessons as he gets them, I think no one should fail to become an expert in the poultry business from any standpoint."—E. J. McCreight, Arkansas.

*Page Sixty-six*

**GREAT VALUE TO ALL**

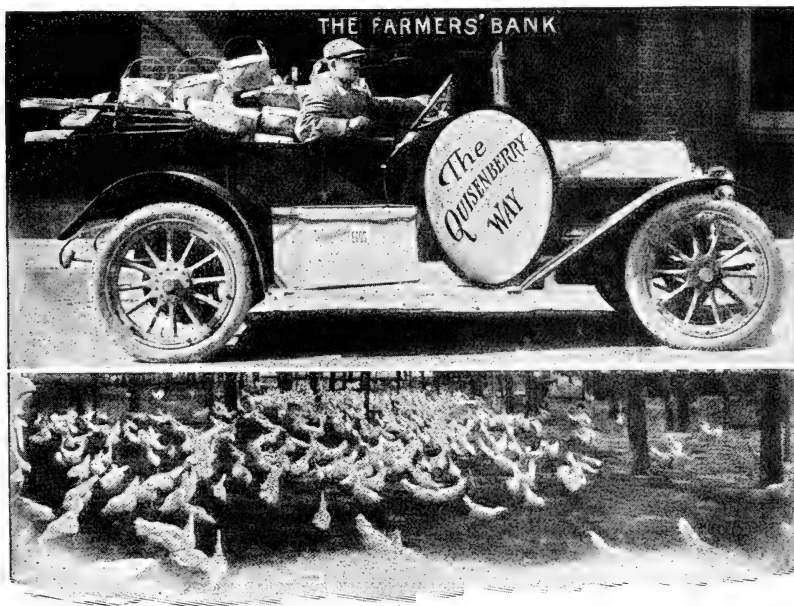
"Enclosed find examination on 'Poultry Clubs and Organizations.' This is one of the most instructive lessons of the Course and of great value to all that will heed its teachings."—C. A. Roberts, Pennsylvania.

LESSON NO. 38

Success or Failure—Which Shall It Be With You?

You will readily agree, as soon as you have scanned the first few pages, that this, the closing lesson, is one of the most valuable lessons of all. It is in the nature of a heart-to-heart talk, in which the fundamentals of success and failure are discussed in a manner that cannot fail to arouse in you an unalterable determination to succeed in this, one of the most fascinating, useful, healthful, and profitable of vocations, and do it by fair means. The pitfalls and obstacles which lie between you and the goal of success are "tagged and charted" so that you may avoid or overcome them, as the case may be. Professor Quisenberry, out of a lifetime of broad experience and observation, lays bare the mistakes and failures, as well as the achievements and successes of many poultrymen whom he has known, and points out the reasons, in order that you may profit thereby. It is a master effort, and one which you will prize more and more highly as the years go by.

This lesson is a review of the more important pitfalls which you should avoid. With it you will receive your Diploma, which will label you as one who is thoroughly versed in all the branches of the poultry industry. The degree of your success depends then upon your aptitude to use the knowledge you have gained in the Course and upon the degree of your own good, common sense and your ability to apply the valuable information which you have gained.



He succeeded the "Quisenberry Way." Thousands have done likewise. Which will it be with you—Success or Failure?



HAVE BEEN SUCCESSFUL WITH CHICKENS

"This Course has helped me. I have an eighteen-acre farm here on the Lincoln Highway. We have a good egg trade here at the house. We have been successful with our chickens."—R. L. Claffey, Pennsylvania.

**INDIVIDUAL INSTRUCTION—SERVICE**

In addition to the regular work as outlined above, the student is free to write us at any time for further explanation on any point which may seem difficult for him. Every student encounters some questions in Poultry Raising which are especially hard for him to master. We help you over these stumbling blocks by special letters of explanation and advice, and in this manner make the instruction as individual and helpful as it would be in a class room.

**DOING GREAT GOOD**

"I am convinced firmer than ever that you are doing more practical good for the poultrymen of this country than all the other institutions put together. You tell the people in short, terse language just what they ought to do to make money for themselves and the reasons why they should do it."—Brooks' Sanitary Hennyery, Illinois.

**SUCCESS DUE TO COURSE**

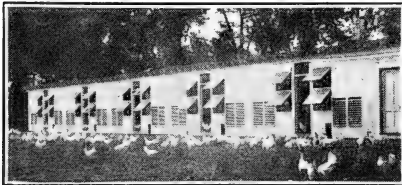
"I am sorry that I am through with the lessons as they have been a great pleasure to me. I am absolutely satisfied and I don't see how any one could fail to be interested in the Course. It is a pleasure to me to think of the day I enrolled in the A. P. S.,



I paid for the lessons and had my building made right in the first place, so it is an easy matter to figure out the value of these lessons."—Rudolph A. Nygaard, Minnesota.

**RECEIVED FULL VALUE FOR MONEY**

"During the year 1917 I took a course in Poultry Husbandry in your School and received full value for my money. I have tried to practice what I learned on a small scale for three years and am about ready to go in the poultry business on a larger scale. I certainly must say that the lessons are a splendid guide for me and gave me a good start, wherefore I thank you very much."—Geo. A. Edelmann, Illinois.



and my success is due to your magnificent Course."—M. I. Munch, Iowa.

**IT IS GOOD COMMON SENSE**

"I beg to inform you that I am very much pleased with your Correspondence Course. I am sure that it is good common sense from beginning to end."—W. I. Harrington, Ohio.

**VERY MUCH PLEASED**

"I must say that I am very much pleased with your Course. I enrolled in your School without ever seeing your catalogue on account of the confidence which I have in you as a practical poultryman, gained by reading your articles in the different poultry journals."—Edw. W. Kissing, Illinois.

**COULD SAVE COST OF COURSE IN BUILDING**

"My wife and self have raised around 150 chickens this summer. We have had very good success with them, and I want to tell you right here that we must give your School a big part of the credit for our fine flock. After studying your lessons we have both found the hen a more interesting bird than we did before and suppose it is that way with all things after one gets to understand it better. If I had had your lessons before I built this house I could have saved more than the \$35.00 I made right in the first place, so it is an easy matter to figure out the value of these lessons."—Rudolph A. Nygaard, Minnesota.



**\$10,000 A YEAR ON 10 ACRES**

A Quisenberry Fool-Proof House built by O. C. Frantz, Colorado. Mr. Frantz has ten acres that pay him \$10,000.00 a year. Mr. Frantz says. "One lot of 500 pullets layed in November, December and January 22,000 eggs. Sold at winter egg prices for nearly \$1,400.00, leaving \$1,150 profit in three months. Records no other can equal. You needn't board them free all winter—they lay eggs."

**PRODUCTIVE POULTRY HUSBANDRY**

363 illustrations and 574 pages, volume 6x8½ inches, handsome and durable cloth binding.

By PROF. HARRY R. LEWIS

Poultry Husbandryman of the New Jersey Agricultural Experiment Station.

**W**E FEEL fortunate indeed to announce that our students can have the help and advice of an authority like Prof. Lewis in solving their poultry problems. His greatest book on "Productive Poultry Husbandry" is furnished each of our students. This great book is furnished in addition to the very complete, and elaborate lessons fully described elsewhere.

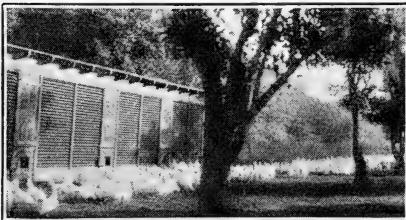
Here at last is a book that covers the poultry question in a thoroughly scientific yet popular manner, treating of every subject in sufficient detail to make it in every way clear, and giving the result of research at the various experimental stations and the present-day successful methods of poultry culture. There is no problem in any phase of practical poultry raising that is not thoroughly and clearly treated. Because it deals entirely from the practical and utility viewpoint it will appeal especially to the man, woman or youngster handling chickens. Its expert advice will be particularly valuable also to the largest poultryman. All in all, every person with five or five thousand chickens should own and read this work.

Of all livestock the poultry flock is most often misunderstood and poorly cared for. In the preparation of this book the aim of the author has been to help build the foundation for a systematic, scientific and greater poultry industry. The book contains in an organized and abbreviated form the practices and experiences of the author as student, practical poultryman and teacher, together with the findings of our leading colleges, experiment stations and authorities on poultry husbandry. The breeds are classified and their uses given; methods of management are recommended, including housing, feeding, breeding and all phases of hatching and rearing. Every phase of marketing is analyzed and improved methods recommended. Suggestions are given on exhibiting, judging, advertising and the keeping of proper records.

It deals with the important phases of poultry management, including some important results from various farm surveys, and following this is an illustrated chapter on judging and culling fowls for egg production. This has been one of the prominent features of up-to-date poultry literature, and is thoroughly covered.

**BEGAN TO LAY BEFORE 5 MONTHS**

"We have had such good success with our Pullets, and they are a wonder to whoever sees them. Some have laid before five months old. Have been greatly benefited by your studies and will try to get other students for you. Will enclose picture of our hen house; also one of some pullets, four months old, which began to lay before they were five months old."—Mrs. C. Schmu-ki, Oregon.



**WORTH \$1,000 PER YEAR TO HIM**

"If I were asked what the course was worth to me it would be hard for me to tell. I know the course is worth \$1,000.00 a year in cash, and all the other good things in addition, so consider that I was very lucky when I wrote you asking for particulars about your School."—A. Rothwell, Florida.

**FUNDAMENTALS OF POULTRY BREEDING**

By JOHN H. ROBINSON,

Formerly with the United States Department of Agriculture, Associate Editor of the Reliable Poultry Journal.

**O**NE of the best authorities in this country on breeding problems that go below the surface is John H. Robinson, the author of this treatise on breeding poultry for egg production, market and exhibition.

No such book as this has ever been published on this subject. Mr. Robinson was given full freedom to collect data for this book, almost regardless of expense. He was given permission to travel far and near in quest of information on the latest and best in poultry breeding problems.

Mr. Franklane L. Sewell, the noted poultry artist, spent nearly nine months in supplying the drawings and illustrations that are used in this book on breeding. There are fifty or more full page plates on fundamentals, besides scores of smaller plates, many of which were never before published in any work on poultry culture.

Our students who have the opportunity to read and study this book will have far greater chances of early and permanent success than will those who haven't this knowledge at hand.

**CAN'T FAIL TO SUCCEED**

"We received and have read with much interest 'Success or Failure—Which Shall It Be With You?', not only with interest but with decided benefit. We have always admired the straight forward tenor of your Course, at all times pointing out that to be successful in the poultry business meant the application of sense and judgment, showing plainly the pitfalls that have been the ruin of so many that had been led to believe the business was a quick get rich scheme and required neither sense nor knowledge of poultry. I wish to say in the most sincere manner that I do not see how any one with good common sense who would apply the principles, ideas and truths taught in your Course could help but meet with success. Your Course is without frills

and flounces and gets right down to the very bottom and shows the student what it is necessary to know to succeed, and in a plain, easily understood way shows him how to put those truths and facts into effect to be successful. We had no idea that so much could be taught on the subject of poultry as is brought forward in your Course; you certainly have covered the matter thoroughly—so thoroughly that in our humble opinion there is not another thing on the subject necessary to be added. We certainly wish you a grand success, you deserve it, and I feel sure the more the American Poultry School is known, the more will it be appreciated and the greater its growth. We wish to thank you most cordially for your attention and courtesy to us while taking your Course."—Roland Thomson, South Carolina.



**MAKES HEAVY BREEDS LAY**

"Your Home Study Course has been a wonderful help to me. I had one pen of Light Brahmas this past year that averaged laying 200 eggs each. Two hens went to 235 eggs and one hen went to 250 from November to November."—Mrs. C. M. Roese, California.

**POINTS THE WAY TO SUCCESS**

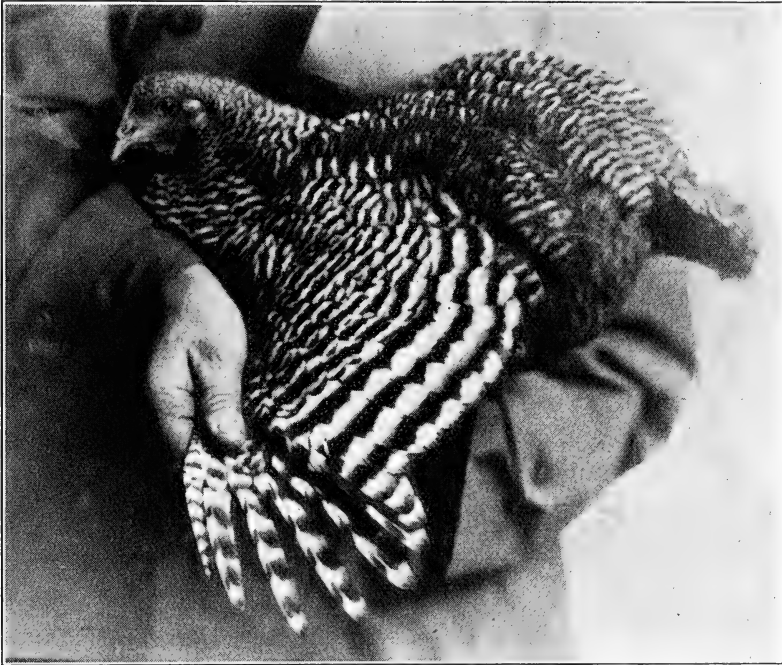
"I was one of the first 200 students who enrolled for your Home Study Course. It points the way to success for any one who raises chickens. It saves many a dollar and doubles the profits of the average poultryman."—Wright Ball, Illinois.





## SYNOPSIS OF LESSONS IN POULTRY JUDGING— COURSE B

**T**HIS COURSE will give you all the information and training necessary to enable you to go into the show room and judge all varieties of poultry successfully and satisfactorily, or to breed and sell same. Hundreds and hundreds of facts will be brought to your attention and made perfectly plain—facts that you can get in no other literature or in any other school. After completing this Course, and then getting some actual experience in handling and scoring a few live birds of different varieties, and successfully



Judging pure bred poultry. It is a good thing to know the good and bad points of all varieties. Do you know how to mate to breed this kind of a wing or how much to cut it if you were judging?

applying the knowledge you have gained, you ought to soon make a reputation for yourself as a poultry judge, and be able to earn hundreds of dollars each season in addition to your other income. The judging season is usually during the dull season in other lines of poultry work.

There would be more shows if there were more good judges. As the interest in poultry grows, there is going to be an increasing demand for poultry judges. Many shows are today forced to take very inferior judges because the demand is much greater than the supply. After you have completed this Course, have learned how to interpret the "Standard of Perfection," know what cuts to make and the "whys and wherefores" for same, and after you have officiated at a few small fairs or shows and have given reasonable satisfaction at those places, we feel certain that you will soon be able to secure practically all the judging work you care to do and at good prices. The net profit on one poultry show will nearly pay for the cost of this entire Judging Course. Whether you wish to do much judging or not,

this Course will enable you to understand your own variety better and be more successful in breeding it.

The demand was never greater and the opportunity for success as a poultry judge never more certain than at the present time.

There are but few, if any, men judging poultry at the present time who have ever had any systematic training before attempting to judge. Most of them have simply worked out a system themselves; that is one reason there are so many systems and so much dissatisfaction in the show room. It took these men years and they had many hard knocks and had to take many insults before they were really able to understand their subject and to give satisfaction. This Course will help you over these rough places and make success quicker and more certain.

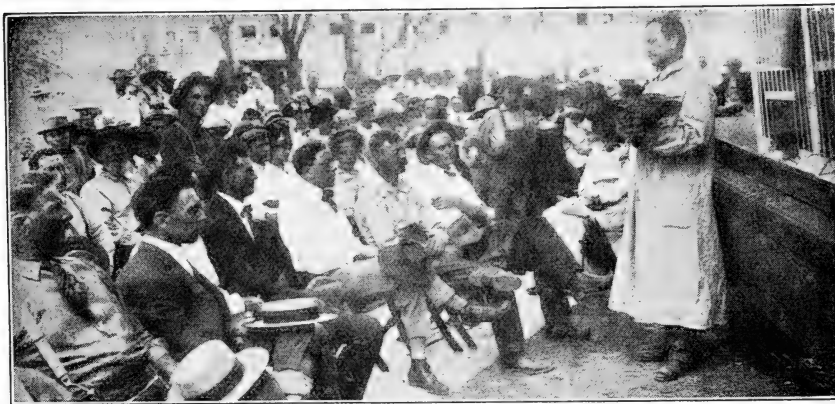
**ARE YOU SELLING \$15 BIRDS FOR \$5 OR \$5 BIRDS FOR \$15? ARE YOU FORCED TO EAT GOOD BREEDING BIRDS BECAUSE YOU CANNOT SELL THEM?**

Let us solve these problems for you. We guarantee to make you a successful breeder, judge and salesman of Standard Bred Poultry or refund your money.

If you are going to mate a bird you want to know that it will reproduce its quality, or better. If you are going to sell a bird you want to know how to pick birds that will satisfy your customers and remain sold. If you are going to buy a bird, you want to know that you are getting your money's worth. If you are going to exhibit a bird, you want to be able to pick a winner. If you are going to judge a class, you want to satisfy the exhibitors. This Course makes all of these problems easy for you.

**BEGINNERS OR EXPERIENCED MUST HAVE THIS KNOWLEDGE**

You need to know the good and bad points if you are to prove a success in the business of raising, breeding, exhibiting and selling birds of high quality. This knowledge of how the judges apply the Standard to all other varieties, as well as your own, will develop and broaden your own experience and prove a great help to you. You will find the instruction very plain and easily understood, but most complete. It will prove one of the biggest and best investments you ever made.



One of our instructors, Judge Branch, giving a demonstration in judging.

**THOROUGH TRAINING FOR THE EXPERT—NEVER TOO WISE TO LEARN**

You may be an old breeder, or even a judge of poultry, yet you will find these lessons so well systematized and so broad and comprehensive that you will be able to do your work much better and with greater ease. Remember that this instruction is the result of the experiences of a group of

six of the world's best experts, brought into a compact, complete and systematic course of judging, selecting, breeding and selling. You will learn just the "Know How" that causes these judges to be re-employed at the world's leading shows year after year. They furnish all the real "inside" information on how to be a successful salesman, judge, breeder and exhibitor.

### **THE FACTS INSURE YOUR SUCCESS**

This Course will give you all the information and training necessary to enable you to select, mate, breed, and sell, or to go into the show room and judge your variety, and all other varieties of poultry, successfully and satisfactorily. Hundreds and hundreds of facts will be brought to your attention and made perfectly plain—facts that you cannot get in other literature or from any other school. Whether you wish to do much judging or not, this Course will enable you to understand your own variety better and be more successful in breeding it. The demand for good poultry was never greater and the opportunity for success as a poultry judge never more certain than at the present time.

### **SOME OF THE MANY THINGS YOU WILL LEARN TO DO**

Knowledge is power in poultry breeding, as in all other things. Thousands are striving to breed and select birds that will win and lay. Thousands upon thousands of others want to buy from birds that will do both. These customers want to buy from one who knows how to breed and select the winning and laying bird. They must have confidence in your knowledge and ability to select and breed this kind. You can get and hold the confidence of these buyers only by really and truly knowing how to pick, select and judge your own birds, as well as the birds of others. This instruction covers all the subjects that the experts know; shapes of all breeds, weight, size, style, symmetry, colors of all varieties and their qualifications; selecting for egg production; details explaining the values that should be given all defects; what you should not do as well as what you should do to be successful in selecting exhibition specimens, and how to construe differences in the Standard. All these are fully described, with many illustrations. A thousand valuable pointers for you.

### **LESSON NO. 39**

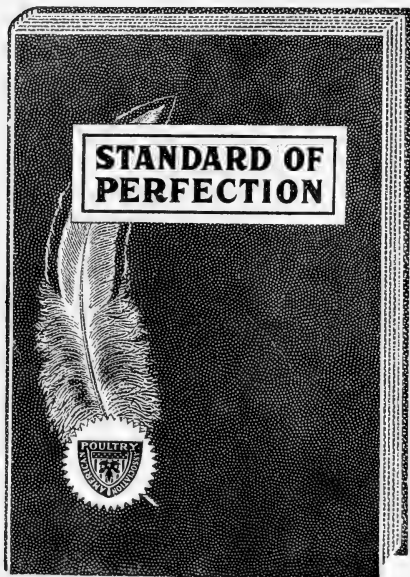
#### **The Science of Judging Poultry**

The qualifications and requirements of a poultry judge are made plain. We tell you just what to do to get over the rough places and how to make yourself popular as a poultry judge. Many a worthy man, and one who was thoroughly competent, has become discouraged because of criticism of his work in the show room and he gave up in disgust as a result. We make everything so simple and plain and so train you that you cannot help succeeding and giving reasonable satisfaction, if you have any natural ability at all. This lesson will mean the difference between failure and success in hundreds of cases. There is not a poultry judge today who would not have been glad to have had such help as this, and paid twice the price we ask for it, but it was not available in their day and time of learning.

### **LESSONS NOS. 6 TO 17, INCLUSIVE**

#### **The American Standard of Perfection**

"The American Standard of Perfection" is often referred to as "The Poultryman's Bible," because it is the final authority in judging, selecting, and mating pure-bred poultry. It is a large, cloth-bound volume, illustrating and describing perfect specimens of the various breeds of poultry, including many illustrations in natural colors. A copy of the "Standard" will be furnished free to each student who takes this Course. We will furnish the new and revised "Standard," which is acknowledged to be the greatest Standard for pure-bred poultry ever issued in this or any other country. This "Standard" will be the guide and final authority in all show rooms until 1923.



"The Standard of Perfection," or "The Poultryman's Bible," is furnished with the Judging Course, also the Complete Course. This is the basis of Lessons 6 to 17.

You are taught how to decide ties and how to award sweepstakes.

You are made familiar with all the disqualifications of each variety, and are shown how to locate these quickest and best.

You are shown why you should cut one defect in one variety one point and the same defect in another variety two points; in other words, you are taught just how to cut for the various defects in all varieties of poultry.

You are made familiar with the value of each section of the different varieties.

You are so impressed that the Standard weights for each variety will not slip your memory.

You are taught the scale of points for each breed.

The requirements for shape and color of each variety are made familiar to you.

By the time you complete the lessons and answer the questions which we will put to you, we are sure, if you have any natural ability, that you will be able to give reasonable satisfaction in almost any poultry show room.

#### MORE SENSIBLE ADVICE

"Judging Lessons Nos. 6 to 17 inclusive, certainly offer the student a generous opportunity to get acquainted with the art of judging poultry. Your assertion that you help A. P. S. students to succeed is no exaggeration. The time and money given to learn the A. P. S. method of achieving success in all branches of poultry culture brings no regrets. I am pleased to have in my possession the A. S. P. H. lessons because each and every one gives such sensible advice, free from all foolish theories. The profitable

management of poultry is no longer a puzzle when the A. S. P. H. lessons are your guide. May continued popularity and prosperity be accorded the American School of Poultry Husbandry."—Eugene J. Good, New York.

These lessons will be given under the personal supervision of Judges E. C. Branch, Reese V. Hicks, V. O. Hobbs, C. T. Patterson, and T. E. Quisenberry, five of America's best-known and most authoritative poultry judges. All are licensed American Poultry Association judges of all varieties, and Judge Branch is a member of the 1921 Standard Revision Committee. They are acknowledged to be five of the best posted judges in America, and have had twenty-five years' experience as practical breeders of poultry. Under their guidance you will find these lessons on judging of absorbing interest and lasting value.

No other poultry judge in America judges as many birds each year as does Judge Branch.

You are taught the fine points of every variety, so that you can tie the ribbons and be able to tell your reasons for so doing.

You are taught the definitions of all the technical terms in the glossary.

You are so instructed that you can judge either by score-card or comparison.

management of poultry is no longer a puzzle when the A. S. P. H. lessons are your guide. May continued popularity and prosperity be accorded the American School of Poultry Husbandry."—Eugene J. Good, New York.

#### THOROUGH TREATISE ON JUDGING

"I mailed you last night 'Lessons on Judging,' which have given me quite a bit of hard study the past two months. I believe it would be impossible to find a series of questions treating on the Standard with the thoroughness which characterizes your 'Lessons on Judging.'"—J. C. Rheinhardt, Indiana.

**LESSONS NOS. 40 AND 41**  
**The Practice of Poultry Judging**

These lessons show a judge just what cuts to make for certain defects in shape and color in every section of the fowl. They cover all varieties. They make judging so plain that it is easy to apply the knowledge which the student has obtained from our other lessons on this subject. There is nothing in poultry literature like this book. We do not care if you are an old time judge, you will get a lot of ideas in these lessons which will make you more consistent in all your awards. This book alone will put you on the quick and sure road to judging poultry. If you are going to follow this profession you can't afford to do without it.

**LESSONS NOS. 6 AND 7**  
**Breeds and Varieties of Poultry**

Before you even begin to study judging, it is necessary that you be well acquainted with the different varieties of poultry. You must have a general knowledge of the various breeds of poultry—their origin, chief characteristics, utility qualities, etc. The facts contained in these lessons are the same as those given in Lessons Nos. 6 and 7 of the "Practical Poultry Course." Read the description of them.

**LESSONS NOS. 8 AND 9**  
**Principles of Mating and Breeding**

If a judge is going to tie the ribbons and award the prizes according to the real merits of each specimen, he should understand Nature's laws and the principles of mating and breeding. In determining the real value of any specimen, the judge should know the most important and serious defects, and which are dominant and will be transmitted and which will not. He ought to be able to talk to the exhibitors intelligently on the principles of breeding and be able to advise them about their matings. These facts will aid him in judging and also add to his popularity in the show room. These lessons are the same as Lessons Nos. 8 and 9 of the "Practical Poultry Course." Read the description of them.

**LESSONS NOS. 10 AND 11**  
**Selection and Breeding For Egg Production**

It is very important that every poultry judge knows something about the selecting and breeding of fowls for egg production. The best known method of telling the laying hen from the non-productive hen is explained fully in clear, concise language, and the latest and best information on this vital subject is given in these two lessons. You are told just how to judge the very best producers without the use of a trap-nest. You are told definitely how to select the drones and given facts which are worth hundreds of dollars to any poultry raiser or poultry judge.

**LESSONS NOS. 35 AND 36**  
**Fitting and Exhibiting Standard-Bred Poultry**

A poultry judge should know how to fit a bird for exhibition and should know when one is properly fitted by the exhibitor, and how much to cut for condition. He should also be able to explain all of these facts intelligently to the hundreds of people who will ask him questions relative to fitting and exhibiting their birds. These lessons are the same as Nos. 35 and 36 of the "Practical Poultry Course." Read the description of them.

**LESSON NO. 24**  
**Establishing a Profitable Trade in Pure-Bred Poultry**

If a poultry judge didn't know something about the correct methods of building up a profitable trade in pure-bred poultry, he would not be the success as a poultry judge he would be if he knew these facts and was able to give advice. A poultry judge comes in contact with hundreds of breeders in the course of a year. He can sow seed that will result in great good to the industry. He should not be a "bone-head," but he ought to be able to offer advice and talk intelligently. The facts in this lesson are the same as those contained in Lesson No. 24 of the "Practical Poultry Course." Read the description of it.

**LESSON NO. 37**

**Poultry Leadership, Poultry Clubs, Shows, Organizations, Etc.**

Every poultry judge is called upon to help organize poultry shows and clubs. He ought to be able to help start and build up such organizations, as the more of them there are in existence, the more work he will be paid to do. He ought to be able to furnish them good advice when it comes to formulating their constitution and by-laws or to making their rules and regulations which are to govern their show, or preparing their premium list so as to make it attractive to the exhibitors. Every judge is called upon to do more or less of this kind of work. Many of the largest and best poultry shows in every state are managed by poultry judges. This lesson is the same as Lesson No. 37 in the "Practical Poultry Course." Read the description of it.

**THE JUDGE WHO GETS THE WORK**

The judge who is the best posted, best trained, and best equipped is almost certain to make the fewest mistakes; the judge who makes the fewest mistakes is certain to be the most popular; he will be paid the best price for his work and will be in the greatest demand. There is no school or place in this or any other country where you can get more real information about the correct method of poultry judging than in the American Poultry School. If you want to become a licensed poultry judge, you can't afford to pass up this Course.

**OUR GUARANTEE**

If you complete our Course in Poultry Judging, we offer to give you personal instructions. We give you the privilege of writing the School and receiving this personal help at any time, and we will gladly render you any assistance that we can. There will be no additional charge for this personal instruction. The same guarantee as to the money refund applies in the Judging Course as in the Practical Poultry Course. We have that much faith in this Course.

Our Diploma to you as a poultry judge will mean that you have been well and thoroughly trained; it will be equal in value to a license, because it represents the foundation of your knowledge, and the knowledge you have gained will be a great aid to you in securing a license. Poultry judges ought to be as thoroughly and systematically trained as other live-stock judges. We don't hesitate to recommend and stand back of our Judging Course to anyone who is seeking information in that line or who desires to equip himself to judge at poultry shows. The American Poultry Association now compels the applicant for a judge's license to pass a satisfactory examination. This course will help to prepare you for the examination and to receive a license.

**WHY AN A. P. S. COURSE WILL PAY YOU**

The real good which will come to you depends entirely upon the increased revenue or dividends and increased knowledge and training which you will get as a result of having taken one of our Courses. There are 53 complete lessons on over 3,000 subjects, covering over 2,000 printed pages, and illustrated by over 1,000 photographs and drawings. Show your good, ordinary, common business sense by enrolling for these Courses.

**MADE \$701.00 FROM 140 HENS**

"We feed your mash twice a day in long troughs, 1 x 4 inches. Forty or fifty hens can eat at one time at one of these troughs. The best profit I have ever made was \$701.00, from June 1st to January 1st, from about 140 hens, by using your methods."—Mrs. T. S. Howard, Kansas.



# AMERICAN POULTRY SCHOOL, KANSAS CITY, MO.

## READ WHAT OUR GRADUATES SAY

That Is the Best Evidence of What We Offer and Do for Our Students

WE HAVE graduated a large number of students. We are proud of our students and graduates and of the splendid records which they are making in all parts of the world. We have received unsolicited letters from every one of our graduates similar to the following:

A COPY OF THE DIPLOMA ISSUED BY THE SCHOOL  
It is a credit to anyone to possess one of these, and they are well worth striving for.

### WORTH FIVE TIMES COST

"Let me say in regard to your Poultry Correspondence Course that it has been highly satisfactory. I have nothing but commendation. After studying and teaching agriculture, including poultry work, taking a state correspondence course, and reviewing several of the latest complete works on the subject, I am ready to say, with emphasis, that your Course is worth many times over the best library obtainable. I would not part with the

lessons for five times the cost if another set could not be obtained. The instruction is perfectly clear and presented in an interesting manner."—E. H. Bills, California.

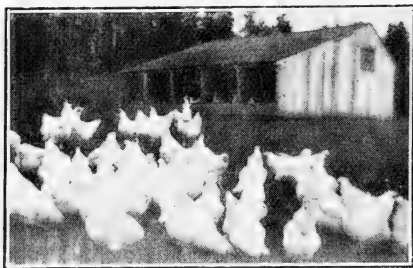
### HAVE HAD GOOD SUCCESS

"I completed the Practical Poultry Course under your instruction and have been putting into practice the facts I got from you, in raising my own poultry and looking after my neighbors' flocks. I feel that I've had good success."—Geo. W. Morris, Kentucky.

### THIS JAPANESE STUDENT MADE GOOD

"Last year one of my neighbors bought some chickens of Tom Baron's strain, paying big money for them, to make a good start. But he had no knowledge of poultry culture, so I advised him to take lessons from your School, but he didn't heed me. So I ran a race with him. Please remember that my chickens were ordinary White Leghorns, while his were trap-nested, over 200-egg layers. Both of us hatched chicks at about the same time, but my pullets started to lay eggs over a month before his did. Also, I sold over half of my cockerels for breeders, while he sold none, but ate up almost all of them. And now he says there is no money in chickens! This little story tells the great importance of proper knowledge. Not only this man, but some others have made miserable failures."—Geo. S. Takata, Texas.





**SAVES MANY TIMES COST OF COURSE**

"When I heard of your School I realized what a splendid thing a course on poultry would be, as I have worked in the dark on many subjects with poultry. Since taking your course I have a great store of practical poultry knowledge which will be a great help to me and save me many times the price of the course each year from now on."—Samuel Ball, Canada.

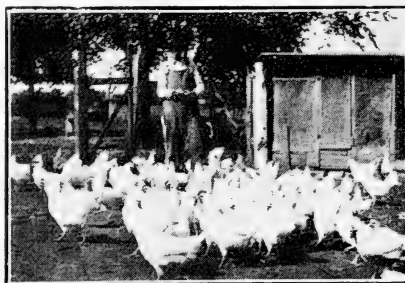
**OVER \$8.00 PER HEN PROFIT IN 10 MONTHS**

"I had 60 hens on the first of January and from then until October 18th they laid 10,152 eggs.

60 hens on hand January 1st.....	\$ 240.00
200 baby chicks purchased.....	50.00
25 baby chicks purchased.....	28.00
1 sitting of eggs purchased.....	3.60
Cost of feed.....	224.97
Repairs on house.....	8.00

Total expenses .....	\$ 554.57
150 chickens used @ \$1.00.....	\$ 150.00
168 hens, pullets, cock birds on hand .....	600.00
Eggs sold and used.....	300.67

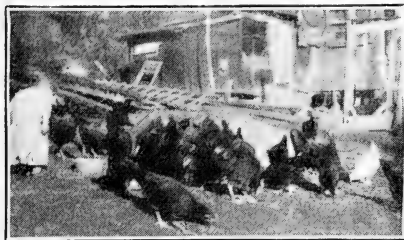
Total income .....	\$1050.67
Net profit .....	496.10



"I think that does very well for one of your students."—Mrs. P. W. Hammonds, Oklahoma.

**OVER \$10.00 PROFIT PER HEN**

"On May 15th we received 52 Black Minorca baby chicks. We raised 46 to



broiler age. Had 31 pullets and 15 cockerels. At age of six months and seven days, November 22nd, the first pullet laid. Between then and February 1st we had reduced the flock to 24, 23 Black Minorcas and 1 White Leghorn, using your method of selecting the best layers. All feeding and care given according to your methods. The following is a report of feed, eggs laid and eggs sold:

416 doz. eggs produced sold for	\$334.45
Feed cost .....	81.20

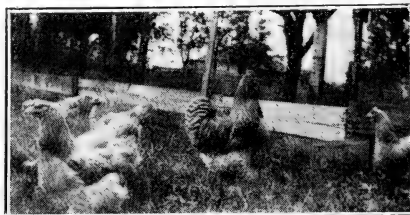
Net profit .....

.....	\$253.25
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"All eggs fit to sell were recorded, no broken eggs nor soft shell eggs were counted."—Mrs. Thomas Loechner, New York.

**STUDENTS ALL PLEASED**

"I have met a number of A. P. S. students and graduates in my rounds, and not one of them but feels that he has received a world of good from the course in poultry keeping. Personally I don't see how I got along without it as long as I did, although I thought I knew the chicken business rather well before I started. I have done more to get on my feet in a financial way in the year that I have studied A. P. S. lessons than I did in the previous six or seven that I have raised pure bred poultry. When people ask me what I think of the course, I simply tell them to go to it, for if they don't get much good out of it, it will be their own fault. Anyone with ordinary intelli-



gence ought to get their money's worth time and time again. I wasn't any brighter than the ordinary run, but folks regard me as a poultry expert around here."—W. C. Smith, Indiana.



## ALWAYS READY TO HELP

"The school is just what you say, it is always ready to help A. P. S. students to succeed, and if they go according to your teachings they will succeed."—Wilbur McMillan, Pennsylvania.

## CREDIT FOR MY SUCCESS

"Have just finished a Successful Poultry Season. I wish to let you know that I give all credit for my success to the American School of Poultry Husbandry, for by using the knowledge I gained by the close study of the lessons received, the above result was possible."—E. H. Hake, Missouri.

## BEST VALUE EVER RECEIVED

"This is the best value I have ever received for United States currency. I do not see how any one can fail in the poultry business after taking your Poultry Course."—Sergeant William Stott, Pennsylvania.

## PROUD OF SCHOOL

"It is a pleasure to say that I am a graduate of your school, and I say it with pride."—M. E. Sibole, Minnesota.

## DOING GREAT WORK

"I was very much elated to get my new diploma, which I prize very much. I think your school is doing a great work and hope it shall continue."—Joseph D. Henderson, Ohio.

## BEEN WONDER TO ME

"I have had much pleasure in studying. I am proud that I took your Course, as it has been a wonder."—A. S. Ralph, New Jersey.

## CANNOT BE VALUED IN DOLLARS

"The new diploma at hand. It is a beauty and does credit to your School. I am simply proud to be its possessor and to know that I honestly earned it by many hours of hard work. It is my purpose to be a credit to your School and its Course of Study. The knowledge gained can not be counted in dollars and cents, and then the lessons are available at all times as a reference library to guide in any perplexing problems that may come up."—M. V. Woodcox, Michigan.

## THANKFUL FOR COURSE

"I have received the diploma you sent me for which I thank you very much. I will always be proud of the same and will always think of the School and thank you for the good instructions I received therefrom. I shall always be thankful to you for what you have done for me."—P. L. Laurene, Michigan.

## 1,500 HENS CLEARED \$3.04 EACH

"This flock of 1,500 hens last year showed a profit of \$3.04 per hen. Not so bad, eh, for one of your students?"—L. M. Lottridge, New York.

## PROUD OF COURSE

"My Course has been one that I am proud of."—Claud Bonner, New York.

## LETTER HELPFUL TO STUDENTS

"I think if every student will put into practice what they are taught through your Course and use good judgment they are bound to succeed in the poultry business. I have found every lesson very interesting and helpful, and am certainly well pleased with the Course and will always speak a good word for the American School of Poultry Husbandry. The personal letters to the students are very helpful."—Walter J. Lockwood, Iowa.

## NOW GETTING RESULTS

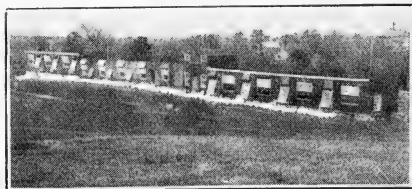
"The School has helped me wonderfully. I have been able to raise broilers for the market in eight to ten weeks, capons were sold at Thanksgiving averaging nine pounds. My pullets were laying in October. Since I have finished the Course my friends and neighbors consider me an authority on poultry. I certainly can recommend the A. P. S. to everyone as the price asked is insignificant when compared with the amount of instruction given."—E. E. Krause, Wisconsin.

## SAVES MONEY AND LABOR

"The Course has really been more thorough than I ever imagined it could be. I am more than pleased. I am delighted with it. One lesson alone is worth more to anyone than the price paid for the entire Course. Anyone entering or thinking of embarking in the poultry business, if they wish to succeed and save money and labor, should take your Course. Each lesson is worth the price of the Course. They are all interesting and very beneficial. No one should attempt to raise poultry without taking an A. P. S. Course. I am sure thankful that I did."—M. C. Todd, Washington.

## WINS MANY PRIZES

"Made eight entries of my S. C. White Orpingtons at the Los Angeles show (the largest in the state), and pulled down: First and fourth, cockerel; first and second, hen; fourth and fifth, pullet; third, cock; first, pen. American White Orpington Club ribbons for best cockerel, best hen and best pen. Two dollars and fifty cents (gold) for each best cockerel and best hen. Sixty-five dollar solid silver cup for the best cockerel, pullet, hen, cock and pen, making fourteen prizes on eight entries and over two hundred birds in the class. Must say this course has been a great help to me."—L. C. Geiser, Calif.



## THE PROOF

DON'T TAKE OUR WORD FOR IT—READ WHAT OUR STUDENTS SAY

"By Their Fruits Ye Shall Know Them"

**P**OUULTY raising is no longer a "guessing game" with American Poultry School students. We submit the following evidence to prove our case.

What we are actually accomplishing in training and equipping our students for practical poultry raising is best told in the words of the students, and our only regret is that we cannot devote sufficient space in this catalog to present more letters of approval and appreciation.

The following unsolicited testimonials and those given on previous pages which have been received during the past few weeks tell their own story. We have thousands of others just as strong.

### RAISED 497 OUT OF 500 CHICKS

"I bought 500 Single Comb White Leghorn baby chicks and started them on five meals a day. I always fed them on time and never fed more than they would clean up in fifteen or twenty minutes. I did this for the first three weeks. At the end of six weeks I had 497 healthy, growing chicks. Following is a report to date:

Sold Roosters .....	\$110.00
Sold 125 Pullets at \$2.00 each....	250.00
Sold 851 ¼ Dozen Eggs.....	412.19

Total Income .....	\$772.19
Bought 500 Baby Chicks \$ 95.00	
Feed Bill to date.....	477.69

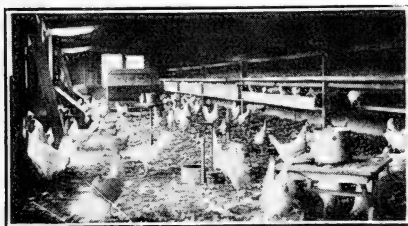
Total Cost .....

Net Income .....

This test was made in the back yard



under very crowded conditions, and I can truthfully say that the 'Quisenberry Way' will make every hen pay."  
—Harry S. Mark, Pennsylvania.



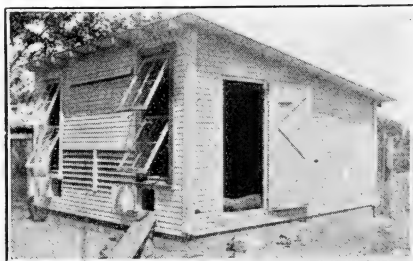
### MADE \$2,593.12 ON 3 ACRES

"Ten years ago I started with thirty Single Comb White Leghorn pullets.

### EXCELS ANYTHING EVER STUDIED

"I will send you a snap shot of the Improved Fool-Proof House, 14 x 14 feet, I built this spring. I built this all myself and made the foundation and floor, and I am no carpenter or cement worker either. I have read a good many instructive articles on raising poultry, but this course which I am taking from you excels anything which I have ever studied. The lessons on the Baby Chick are simply fine. I wish to thank you for the good advice you gave me in regard to colds and roup, and also regarding the Star and King Ventilators."—Carl Coe, Indiana.

The Plant now has six to seven hundred layers of the same variety in winter houses situated on a three-acre town lot. The work on the Plant is all done by myself and family. The net cash profits from this Plant for the year ending October 30, 1920, was \$2,791.47, and for 1919, \$2,593.12. Chiefly sell market eggs, baby chicks and twelve-week-old pullets. Am breeding for egg production, but use only the true Leghorn type of birds. I find many practical ideas in your books and lessons and refer to them to help solve my problems."—C. F. Biddle, Pennsylvania.



**LEARNED TO BREED HIGH LAYERS**

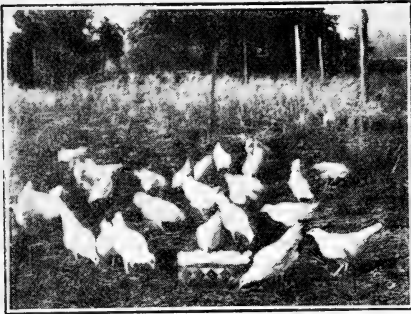
"This hen was from a pen of ten hens, each holding State Trap-nest records of TWO HUNDRED EGGS and OVER per year at Mountain Grove, Missouri, Egg Laying Contests. Have had a pen in each contest for TEN YEARS, winning in all 65 Ribbons, 7 Cups, and 8 Firsts in Buff Orpington Class. At Leavenworth, in one year's Contest, won Ribbons and First Honors in class. All birds bred by owner according to Quisenberry methods."—Miss Susie C. Fellows, Missouri.



**GETS \$1.00 A DOZEN WINTER EGGS**

"My pullets laid over 60 per cent all summer and they are still laying 50 per cent. Pretty good for a beginner! We have snow for sure now and it is cold, but my hens lay just the same. I get \$1.00 a dozen. My neighbors have hens, but they buy eggs from me. The lesson books are worth \$35.00 a piece instead of \$35.00 a course."—J. A. Wilson, Michigan.

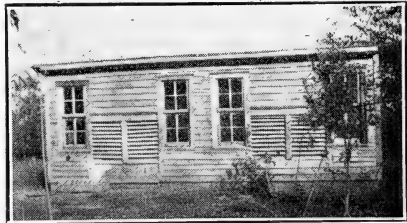
**40 HENS OVER 300 EGGS**



"I have made more progress in the five years since I enrolled with you people than I had in twenty years before. I trap-nest continually, along with the Hogan System. I have 200 hens. Forty passed the 300 egg mark in twelve months and one pullet reached as high as 320 eggs in her first egg year. I have fine producing birds and it is all due to the advice and training that I received from the A. S. P. H. I also have a fine hen that was eight years old the 10th of last May. She laid 305 eggs in her first egg year and has laid 1,532 eggs in seven years. She is still as spry as ever and is now laying nearly 50 per cent during her laying year. I found it no trouble to hold my blood line true, but to increase egg production was where the shoe pinched until I enrolled with the A. S. P. H. and my foot has never slipped since."—J. R. Harlan, Oregon.

**MATURE AND LAY QUICKLY**

"The house in the picture was built after your plan. My chickens were raised by your methods. I selected the eggs and run the incubators and then they were fed according to your lessons. They are pictures of beauty and health. They matured very quickly and some of them began laying before they were five months old. They have never been sick a day in their lives. I hatched 384 chicks; raised 350 of these up to the time they were pretty well feathered. Any one wishing to succeed in the poultry business cannot afford to be without your Poultry Course, as many of the lessons are worth much more than the cost of the entire course."—Mrs. Harrison Bartshe, Missouri.



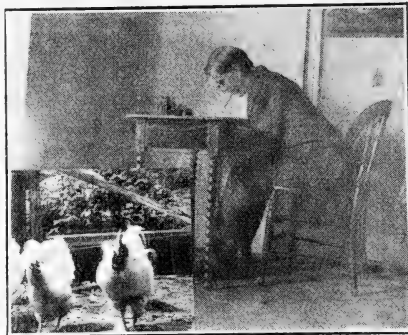
**BECAME POULTRY EXPERT**

"Little did I realize the value of your Course to me until October, when the editor of our local paper asked me to write a poultry column each week. I agreed to answer any questions asked by the subscribers of the paper, thinking I would have recourse to the schools for help, but, thanks to you and your Course, I have never had a question that I could not answer. The high school is teaching poultry and the professor had his pupils ask me some scientific questions, which were readily answered, and this has given me a standing in this community that I never thought of obtaining. I could write you a letter that would take much of your valuable time to read, but what is the use? I AM SATISFIED."—J. M. Grant, Indiana.

**WRITES WITH TEETH BUT COMPLETES COURSE**

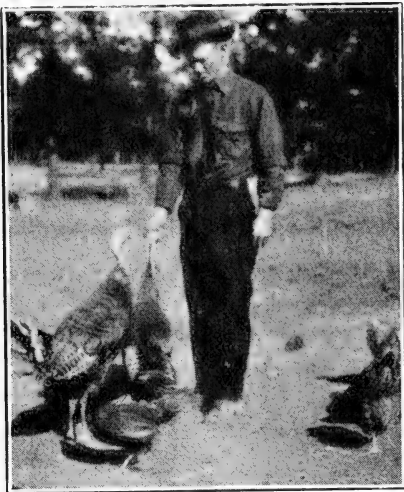
This student hasn't any hands, but writes with his teeth. Even then he made high grades, and since finishing Course has been raising poultry very successfully. Read what he says:

"I think this finishes the course as far as lessons are concerned, and I can say I enjoyed every one of them. I wish I had known of the School two or three years ago, for I know my money was well spent in taking up this course. Thank you for what you have already done for me. Just to show you what some of my pullets are doing for me in December, my first White Wyandotte pullet started to lay November 13th. She laid 15 eggs in 18 days. A Single Comb Rhode Island Red pullet started laying on November 14th and laid 14 eggs in 17 days. Another Single Comb Rhode Island Red pullet laid 11 eggs in 14 days, and another White Wyandotte, which started to lay on November 22d, laid 8 eggs in 9 days. Eggs are selling for \$1.00 per dozen at present and I think they will go higher this winter."—Louis Schuelke, Connecticut.



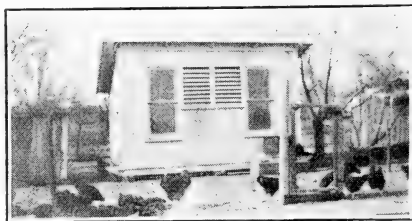
**MORE HELPFUL THAN ALL OTHER LITERATURE**

"I have a way of line breeding, but nothing to compare with yours. I have always considered myself a pretty good poultryman, but I must say I surely have learned many things in your lessons, especially in the way of saving money and that means a lot, as you know. I have only one fault to find, and that is that I didn't take it up when I first saw your ad or heard of you. I have read a lot of different dope on chickens, also poultry papers, and as you know one will say one thing and one another, some will give good and some bad ideas, and a fellow if in doubt has to go to a lot of expense in trying them out, which I have done. Your lessons give it to a fellow right off the reel, and I have yet to see the first thing in any that I have studied that was wrong. They are RIGHT, and I know it. I am now in charge of a large poultry ranch. As I stated above, I have always considered myself a pretty fair poultryman, but want to say, with many, many thanks, that if I had not taken your course I could not have taken such a place. I know the day will never come when I will forget the A. P. S."—A. A. May, New Mexico.



**MAKE HENS LAY IN WINTER**

"Your books are fine. The house is one I built from the plan out of one of my books and it is very satisfactory. My hens are doing fine and they lay a good many eggs. Got 2,607 eggs during the three months of February, March and April from only a few hens."—Lewis Beaumont, Illinois.



**NOT GUESS WORK**

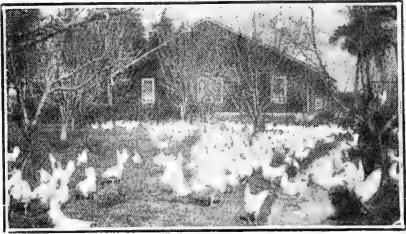
"Will say the questions you have propounded in the lessons indicate clearly to me that if you do not know something about poultry yourself, you have certainly rubbed up very close to someone who does know."—Ren. W. Crockett, Virginia.

**WORTH HUNDREDS OF DOLLARS**

"Your Course has been worth hundreds of dollars to me. I assure you that I'll always be a booster for the A. P. S. and will never forget the interest you have taken in me."—Alfred J. LaGrandeur, Wisconsin.

**AM PLEASED WITH COURSE**

"I am sending you some pictures of our poultry plant. I am very much pleased with the Poultry Course. I think perhaps you could interest Mr. V. T. Pratt in the same course as I have."—E. E. Wirt, California.



**BETTER SUCCESS THAN EVER BEFORE**

"I have followed your lessons as best I could this year and had better success than ever before. Have sold 500 dozen eggs, plus \$75.00 worth of old hens and 'frys,' and had plenty for use for a family of six besides. I now have 36 old hens and 100 pullets. Expect to do much better next year. I also have 65 turkeys."—Mrs. G. W. Ericson, Texas.

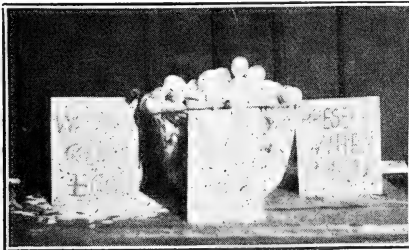
**CAPONIZED BIRDS DOING FINE**

"I just took a chance on some cockerels. I used your caponizing methods and tools and am pleased to advise that five days have passed and all the birds are doing fine, not even a wind puff has appeared. Am expecting to be called upon to supervise the constructing of a five unit Improved Fool-Proof House."—D. M. Smith, New York.



**SOLD \$577.75 IN EGGS FROM 85 HENS**

"Every one of our friends is surprised when we tell them we have just been delivering fresh eggs at Thanksgiving. We had 85 hens, when we commenced your system of feeding. I have figured up the amount of chickens and eggs sold, and since January 1, 1920, it is \$577.75. Will go better than \$600.00. What do you think of that?"—Mrs. J. B. Belknap, Iowa.



**BEAT RECORD OF CONTEST PENS**

"I was given employment on the Poultry Plant of the Nova Scotia Agricultural College at Truro, N. S., my duties being in charge of feeding, etc. Good results came forward as per the following: Pen 15—Single Comb White Leghorn Pullets (30 in pen) averaged for the twelve months period 182 eggs each, which was a better average than the 40 Leghorn pens in competition at the First Nova Scotia Egg Laying Contest. The six best layers of said pen 15 produced two hundred and more eggs each. Not so bad for your student."—James H. McConnell, Canada.



**GREATLY BENEFITED BY LESSONS**

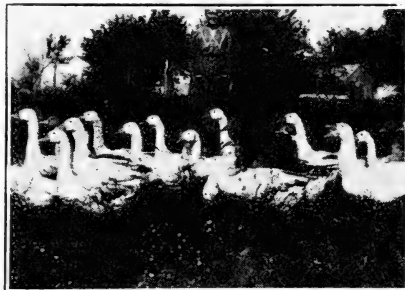
"I am very much pleased with your lessons and say they are good. I am thankful that I took up poultry at your School, as I have learned things I never would elsewhere. I am so interested in poultry that I sit out in the back yard most of the morning and evenings studying my poultry lessons and craving to be out on a good farm where I can raise at least 500 good hens. I am enclosing you a photo of my wife and a few of my chickens and a partial view of the coop."—Joseph F. Koalsky, Indiana.

**COURSE WILL PAY IF RAISE ONLY FEW CHICKENS**

"Will tell you that I am well pleased and glad that I am a student of your School, and also wish to say that it pays to study your courses even if one raises only a few chickens."—Martha Hood, Illinois.

**WORTH DOUBLE THE PRICE**

"Anyone with reasonable judgment, who has studied these lessons, will say that any one of these lessons is worth the price of the whole course and more, too. I consider some of the lessons invaluable. I assure you that I feel well paid for the Course, and would not sell it back to you for double the price paid for it."—O. C. Cope, Indiana.



**LOST ONLY THREE CHICKS**

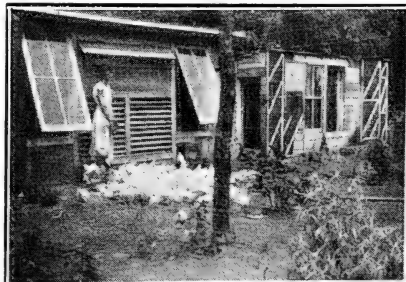
"We bought 181 thoroughbred Single Comb White Leghorn baby chicks on the 6th and 13th of May. I followed your directions closely while raising them and had the good fortune to lose only three while small. We got 93 pullets out of the lot, valued at \$2.00 each. We followed your methods carefully."—Mrs. Frank H. Smith, Minnesota.

**MADE POULTRY RAISING PROFITABLE**

"I am pleased to learn the School is progressing so rapidly, but I know it will continue to grow when I think of the wonderful help it is to poultrymen. Its instructions are certainly a great help to me and they have made poultry keeping a pleasure as well as a profitable business."—Mrs. Henry F. Farnsworth, Missouri.

**PROUD TO BE STUDENT**

"Find enclosed lessons on 'Poultry Clubs and Organizations.' They are very instructive and interesting like all the other lessons. These last lessons are worth the price of the Course and I am proud of the day I made up my mind to take your Course."—W. S. Townsend, Texas.



**\$780.00 FROM 140 HENS**

"I have sold \$480.00 worth of eggs, baby chicks, broilers and hatching eggs from a flock of 140 hens since January 1st. Also raised 300 chicks, which gives me 150 pullets, valued at \$300.00. I have done all the work myself. I find my books very useful. Any problem which comes up I find is answered in some of the lessons. Thanking you for the interest shown in me while taking the course and for your help."—Mrs. Elvis A. Abney, Texas.

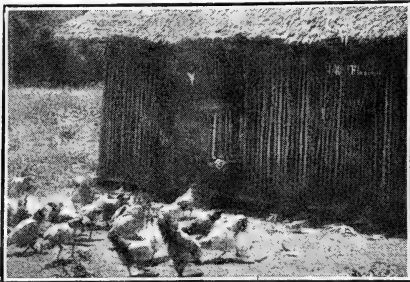
**RAISED 3,000 PULLETS—EGGS \$1.05 PER DOZEN**

"I had Mr. T. F. McGrew here to look the plant over, and he certainly saw what he has not seen done on a poultry farm yet, that is, the work done as to improvements and stock raised. He told me that he saw about 38,000 young stock this spring, but nothing like mine. I raised about 3,000 pullets or over, of which the first thousand are now laying about sixteen per cent marketable eggs at \$1.05 per dozen. I certainly have done a good year's work by taking your course."—E. J. Sohmers, New York.



**COURSE USED IN 19 FOREIGN COUNTRIES**

"So talking it privately these chickens are all mine, with the exception of course of the house which was partly built during my spare time of since I received of the first instruction of that School. But such house was made with the expenses of the Pupils Fund approved by all of my pupils under my advice. And thus two-thirds of the interest will be for the school. Please tell me when will you send and when can diploma be received so as to be sure that all friends of mine will greatly welcome the kind and the quality of such diploma."—Francisco Fet Favon, Principal Teacher, Bunawan Farm School, Philippine Islands.



**ONE LESSON WORTH PRICE OF COURSE**

"Since I got your course in poultry I surely will make good. Last December and January I had 93 pullets and in the month of January they laid a total of 891 eggs. On February 27th I culled out 45 according to your system and during the month of March they laid a total of 886 eggs. So you see by that I have more than gotten the price of your course from one lesson, and the rest of them are just as good. I will give you a report of my efforts at raising young chicks this spring, and how the vitality of the eggs has increased in my flock by the change in feeding and housing my hens. I was feeding for eggs and had the hens housed in the winter. As soon as the weather got warm I stopped



feeding mash and fed whole grain and turned the hens out on range; and this is how the eggs hatched: Set 150 eggs on April 6th. Hatched out 109 chicks. Got 107 left."—V. F. Joslin, Minnesota.

**LARGE FORCE OF EMPLOYEES TO SERVE YOU**

In addition to our instructors quite a force of other people are employed in the various departments. We have men in charge of the Egg Contests, feeding and trap-nesting, besides stenographers, bookkeepers, record keepers, clerks and others trying to serve our students with promptness and accuracy. The unsolicited testimonials from our students is the best evidence that we give SERVICE.

# Facts Worth Knowing

## How to Get More Eggs and Save Feed

Solving Poultry Problems.

Cutting the Cost of Feed.

Feeding For Egg Production.

Culling Out the Drones.

Feeding During the Moults.

How to Feed for Fertile Eggs.

Why Chicks Die in the Shell.

How to Feed and Brood Baby Chicks.

Fighting Lice and Mites.

BY T. E. QUISENBERRY

President of the American Poultry School,  
Kansas City, Mo.

**I** CLAIM that it is possible to make more money out of poultry than ever if they are properly selected, bred, culled and fed. Eggs and poultry are both high and feed is lower than for years. Proper selection, breeding, culling and feeding never meant so much to the industry as at present. I will admit that with haphazard methods and poor stock it is a waste of money to throw out good feed, but with right methods and with stock selected and bred for laying, there is no reason why eggs cannot be produced at a profit if eggs continue to be sold at present prices.

In our American Egg Laying Contest we have made more net profit than in any previous year because the increased price of eggs per hen has been greater than the cost of feed per hen. If it is possible for us and others to make a profit on hens with feeds as high as they have been, then I believe it is possible for you to make as great a profit and in most cases more profit, if your hens are properly handled.

### POULTRY BUSINESS NEVER SO PROFITABLE AS NOW

Wheat, corn and poultry feeds of all kinds are going down in price, yet eggs are certain to remain as high or higher than they have ever been for this season of the year.

We have over 27,000 students in 48 states and 19 foreign countries prospering as never before, and one of our instructors, Mr. Ray Corliss, of California, cleared nearly \$75,000 last year from about 35,000 hens.

The Hollywood Farm, of Washington, has one of the greatest strains of dairy cattle in this country, but its dairy farm, with its renowned dairy herd, its extensive dairy barns of the most modern type, and its certified milk, have not equalled the profit made from the poultry department of the same farm. Its poultry department has shown greater profit for several years than has its dairy department. The same is true with a large number of farms where poultry farming and dairying have been engaged in side by side. The sales from this one flock of hens this last year for a period of eleven months amounted to \$89,593.39.

The poultrymen in the eastern states have never done so well as now. Professor Graham and Professor Brown, of Canada, state that Canadian poultrymen were never so prosperous. The same kinds of reports come from every state in the Union, north, south, east and west. It seems that it is useless to waste further space in proving to you that the poultry business is one of the most profitable branches of agriculture at the present time. Even on a city lot the high cost of living can be greatly reduced, and a dozen to one hundred hens can be kept in a small space at a nice profit.



By following the teachings which we have recommended, Geo. F. Hatch, of California, states in a letter the following: "Last month I turned \$275.00 worth of feed into \$667.00 worth of eggs." If it is possible for these people to do this, it is possible for you or any other poultryman to make good money out of your poultry if they are properly handled. This book was prepared to help you solve these problems if possible, and if it contains any suggestions which will be of any help to the industry, we will be paid for our trouble and expense.

### **THE UNITED STATES GOVERNMENT URGES YOU TO RAISE MORE POULTRY AND PRODUCE MORE EGGS**

We cannot make a more urgent appeal to you to raise more poultry and produce more eggs in 1921 than the United States Department of Agriculture is doing in a recent seven and a half page typewritten statement which it has sent out to American farmers and back lot poultry raisers. The statement reads in part as follows:

"The quickest and cheapest way of adding to our meat supplies is to increase poultry and egg production. To double this production, next year will give us 6,500,000,000 pounds of meat food in the form of poultry and eggs.

**"We cannot increase any of the meat animals as rapidly or economically as poultry.**

"The United States Department of Agriculture wishes every farmer to understand the importance of doubling our poultry production next year. It is a vital part of the general food production campaign, and that campaign must be carried out in all its details. The chief poultry increase must be made on the general farms of the country. It must be made as a by-product of general farming. The farmer must get his flock to such size, in proportion to his farm, that all the waste and scraps, and land available for chickens to run on will be used, and the fowls kept up from these sources and a reasonable amount of other feed.

"It is an astounding fact that there are a million and a half eggless farms in the United States—an economic anomaly and an agricultural absurdity. Out of a total of 6,371,502 farms, 1,527,743 report no egg production in the last census.

"This condition is one demanding every effort at correction—for each farm can, at least, produce sufficient poultry and eggs for home consumption, and thereby be a more profitable farm. It would be to the self-interest of every one of these million and a half farmers to commence poultry production."

### **BREEDING, ENVIRONMENT AND FEEDING**

Hens that are not properly housed and handled, and which are not comfortable and happy, of course, cannot be expected to produce their maximum number of eggs. Breeding, however, determines the possibilities of any hen. What causes five White Plymouth Rocks from one breeder, kept in one house, to lay 500 eggs in one year, when another pen of five White Plymouth Rocks from another breeder, kept and fed and cared for in the same house, to produce 1,000 eggs in twelve months? It is not the feed, the house, the water, the climate, or any other one thing which can be thought of, except the breeding, the blood lines and the power or ability of one to produce more than the other. For generations one may have been bred for eggs and the other evidently had not been so carefully selected and mated.

When placed under the microscope, it will be seen that every hen has from 2,000 to 6,000 ovules or small yolks in her body. This is more than any hen was ever known to produce in a lifetime. The number of possible yolks and the number of eggs produced seem to bear no relation to each other. The problem seems to be to so select and breed your birds that they have the ability to develop these tiny yolks. You may give a hen all the feed she can eat, if she is lacking in this ability she will become overly fat or break down, but will not lay eggs. Breeding makes it possible for a hen,

## A. P. S. H. MEANS A S(YSTEMATIC) P(ROGRAM) FOR H(ENYARD)

when rightly fed and rightly cared for, to produce a profitable number of eggs.

### **SELECTION EQUALLY AS IMPORTANT AS FEEDING**

Right feeding alone is not the key to increased egg production. More depends on careful selection of the hens. Too many farm flocks are non-producers and drones. Perhaps this is true of the entire flock, or maybe



A scene on the world's largest hen farm, owned and operated by one of the members of the faculty of the American Poultry School. In the neighborhood of \$75,000.00 was made on this farm last year. We have the help and advice of this great expert, J. Ray Corliss.

only a part, but the drones are always responsible for the limited profits.

By selection, I do not mean that the farmer should buy prize chickens at exorbitant prices, though I do believe in good blood. But selection is just as necessary in a flock of poultry as in a dairy herd.

Now, when you ask if the farmer can afford to keep chickens while grain is high, if you refer to the usual flock of culls, I will say, "No." Grain is too valuable to be thrown promiscuously to non-producing hens.

It may be that you will think when I mention selection that I refer to a lot of scientific and complicated experiments. I simply mean that you should go into your flock, pick out the culls and get rid of them. A hen of low vitality is a menace to the flock, because she is susceptible to disease. She is an expense to her owner because she is a consumer and not a producer. It is a funny thing, but many farmers who would be quick to get rid of a poor cow, will keep two or three dozen hens that never have made a cent for him or never will, no matter how he cares for them. Our lessons Nos. 8 and 9 on "Mating and Breeding" give the key to successful breeding.

### **HOW TO MAKE SELECTION**

The rules that govern selection are as simple as A, B, C to any observing person. For instance, a hen that is slow to feather is lacking in vitality. Any one ought to know that. You cannot stuff her and make her lay eggs. She is by Nature a weakling. Hens do not lay eggs because they want to; they lay eggs because they are strong and vigorous and egg laying is a natural result which they cannot avoid. That tendency must be bred in them.

Why, if the average farmer would give half the attention to his poultry that he does to his live stock he would find the poultry the best invest-

ment in many cases. Success comes from being willing to discard. When you have culled out the poor hens and got them clear off the farm, then it is time to begin thinking about feeding for egg production and, also, let me emphasize, watering for egg production, for water is as essential as feed.

At this time one of the greatest problems facing American Poultrymen is the ratio of profit between the cost of feed and the selling price of poultry and eggs. No poultryman can object to the price of feed if the selling price of poultry and eggs is proportionately high. Thousands of the more or less inexperienced poultrymen, who were loaded with poor stock, drones and slackers, or who, because of inexperience, haphazard methods, or poor management, have been forced out of business. Many others in the same class are certain to go, but the future promises much for the man who has the goods and who knows how to cull out the slackers and poor layers and to properly feed his productive hens.

### GET RID OF THE DRONES

Before carrying your birds through another season, take one more look at them, and keep the following rules in mind when making your selection:

1. Market those which have been slow to feather or seem to lack vitality.
2. Keep the pullets which mature quickly and start laying first. Those which start laying when less than 200 days old will be the best layers if they have the right care.
3. Keep the late moulters.
4. Keep the birds with rather large, plump combs and wattles.
5. Hens with pale vents, pale beaks and pale legs have been good layers.
6. The skin of the best layers should be rather loose and flabby on the abdomen between the vent and breast bone.
7. The pelvic bones must be thin, straight, flexible and wide apart.
8. Market the hens which are baggy behind and which have a heavy, fat, thick abdomen which hangs down below the point of the breast bone.
9. Keep the hustlers and heavy eaters that go to bed late and with full crops.
10. Birds that have long toe-nails and show no signs of being workers are usually unprofitable.
11. If a bird meets the above requirements, it should have a broad back, long body, be stoutly built and in good flesh.
12. If a bird is not moulting and still has a small dried-up comb covered with a sort of whitish substance, or if a bird has thick or crooked pelvic bones, which will be found on each side of the vent and above the point of the breast bone, these are always money losers.

The best known methods of selecting the laying hen without the use of the trap-nest is contained in our lessons Nos. 10 and 11. It tells plainly how to weed out the slackers and how to breed to increase egg production. No man or woman can afford to feed a flock of drones, but the good layers will make more profit than in any previous year.

### ENVIRONMENT AND FEED NEXT IMPORTANT THING

When a poultryman has made a careful selection as above, he then has a foundation on which to build. The next important thing is the question of feeding.

Corn and wheat should be the basic grains used in all scratch feeds. It is best to feed corn after same has been cracked. Wheat bran, shorts or middlings, and corn meal should be the basis of all mashers. Other things must be added, such as beef scrap, in order to produce the best results when it comes to securing growth or eggs. With the above ideas used as a basis in compounding your poultry rations, you can then vary same according to the prices of food available and other conditions which enter into your feeding problem in your particular locality or community.

### THE BEST POSSIBLE MIXTURES

When corn sells for less than wheat it can be used for at least two-thirds of the grain ration. In that case, as a scratch grain I would recommend two-thirds corn and one-third wheat. If kaffir corn can be secured cheaper than corn, then substitute that. If barley is cheaper, then use one-third barley. But let barley substitute for your corn rather than the wheat. If oats can be bought for less per pound than corn or wheat you can use one-third oats, providing they are heavy and are not composed mostly of hulls. We do not like to use oats as a grain feed, because they contain too much hull and fibre. They are best when sprouted. If you expect to feed oat grain, it is best to soak your oats for 24 hours before feeding. At present prices we like to use at least one-third cracked corn, and one-third wheat, and you may make the other third of kaffir corn, barley, or oats, if they are cheaper than wheat or corn. If not, then use two parts corn or two parts wheat, letting whichever grain is cheaper constitute the greater portion of your scratch feed. If you can secure, at a reduced price, wheat screenings, wheat which is shrunken or which has been slightly damaged, but which is free from must or mould, it is often advisable to do this and mix it with your scratch feed. You can use all cracked corn for your scratch grain and wheat by-products for your mash.

One of the best dry mash mixtures, which will go well with any of the above combinations, is as follows:

100 lbs. bran, 100 lbs. shorts, 100 lbs. dairy chops or coarse corn meal, 60 lbs. beef scrap, 10 lbs. oil meal, 3 lbs. powdered charcoal, 2 lbs. fine salt. Give free access to grit and oyster shell.

You will note I recommend dairy chops instead of corn meal. It is much cheaper and is just as good. This is one of the best mixtures that we can recommend. Dairy chops are finely cracked corn or coarse meal.

### WATER AS IMPORTANT AS FEED

One of the most essential things, and one which is often neglected, is to supply your flock with water. If the drinking pan is dry or frozen up, your egg yield is certain to drop. The egg is composed largely of water, so is the hen's body, so while water is one of the cheapest things yet it is one of the most essential things. By cutting down the water supply you can decrease your egg yield 50 per cent in two days' time. Look well to this and try to make some arrangement whereby your water fountain can be kept from freezing in winter.

In summing up the "feeding situation," remember that corn and wheat, and corn and wheat products, are your best foods. As long as we can secure them at anything like the prices at which they are now selling, it is advisable to let one or both constitute a good portion of your grain and mash. But remember you can substitute other things for at least a portion of your feed and bear in mind that if you are forced to do so, you can do without either. English poultrymen were denied both wheat and oats, and corn was practically unknown to them during the war, but they still did reasonably well with their flocks. Our lessons Nos. 12 and 13 on "The Science of Feeding" are the most complete treatise on feeding secrets and problems ever published. These lessons will enable you to double your egg yield.

### USE LIBERAL SUPPLY OF GREEN FOOD

Green food can constitute 25 per cent of your ration. By this we do not mean alfalfa meal, or tough and dried grasses, but tender, succulent, green food. Clover, mangle beets, Swiss chard, kale or any tender crisp vegetables or cuttings from your lawn or garden can be used. Tough, fibrous, indigestible green food will not do and had practically as well not be fed. If this green food can be run through a root cutter or grinder of some sort and then mixed with a little dry mash, the hens eat it with a relish. Cook the discarded vegetables and garbage and then mix some

dry mash with it. Have a large iron kettle or pan for this purpose. Boil your vegetables or scraps in this and then mix the mash right in with the contents of the kettle. There is no necessity of wasting a single thing from a single American home if this is done. A few hens kept in the backyard and fed in this way will pay a neat profit. If green stuff and garbage is fed in this way, the hens will relish it, your feed bill will be cut down and your egg yield increased. Remember, that it freshens and sweetens the greens and they are made more digestible if they are run through a grinder. Clover should be steamed or scalded and then cooled and the water used with which to moisten the mash. Late cuttings of alfalfa or clover hay make valuable green food and can be fed in the dry state if you do not have time to scald or steam them.

### **PROFITABLE TO SPROUT OATS**

Another method of supplying green feed and also of producing a very cheap feed is to sprout oats. If you properly equip yourself for it, you will be surprised at the amount of food that can be grown by this method. After one bushel of oats are sprouted it will make over two bushels of feed. We soak the oats for 12 hours, spread them out in trays until they are about one inch in depth, sprinkle them each day to keep them moist and feed them when they are about a week old. Do not use any artificial heat in sprouting and the oats will not mold. If you feed the oats when they are about a week old from the date you started to sprout them, you get the benefit of the oat grain as well as the tender, succulent sprouts. I do not know how you can grow any more valuable feed at less cost and with less labor than by doing this.

Our lesson No. 5 on "Equipment and Appliances" gives detailed plans of several home-made oat sprouters and a hundred other practical and economical home-made appliances which are a necessity on every poultry farm.

### **USE GUMPTION IN FEEDING**

We have never had any success in feeding cotton seed meal or millet seed to either young stock, laying hens or breeding stock. In fact, we have had some very disastrous results. Rice bran may constitute a portion of your mash if you can buy it cheap. You can also use cracked rice if the price is right.

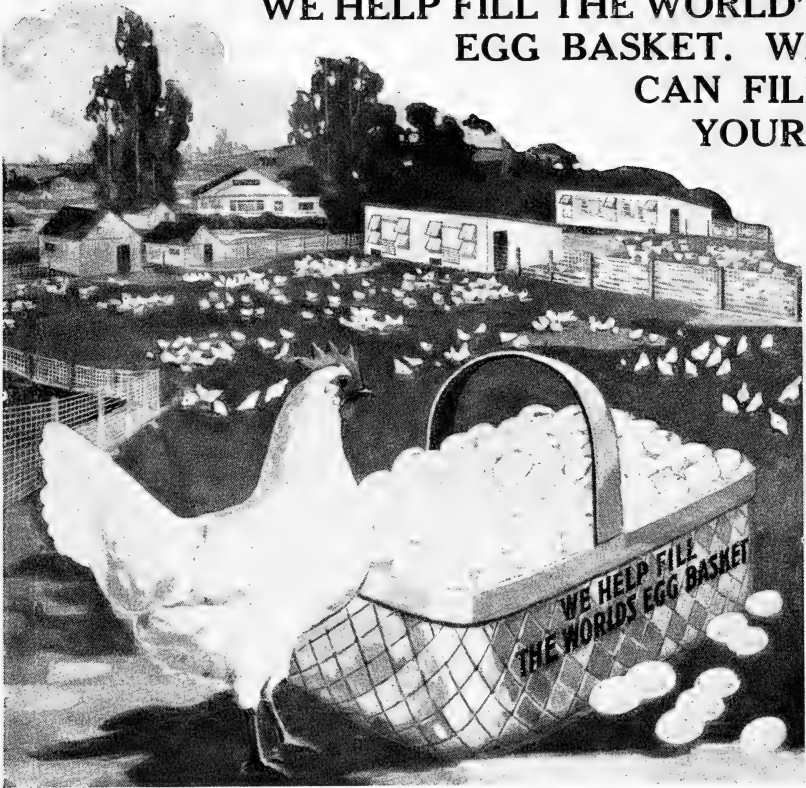
Dandelions from the lawn, radish tops, lettuce, cabbage, or most any sort of waste, weeds or vegetables, will be relished by the poultry if run through a grinder or fed when tender or after they have been boiled.

Use such of the grains and ground feeds mentioned above as you can buy cheapest. You can take any one of the grains and by using waste and considerable green food your birds will be able to balance a ration that will meet their requirements. On account of the scarcity of various grains, which are also constantly changing in price, it is practically impossible to recommend any one ration or any one grain and say that this is the only food. Make substitutions and use your own good common sense in applying the suggestion here offered.

### **GROW SOMETHING ON YOUR SOIL**

In times like these and where poultry is raised on back lots, the customary practice of using a number of small yards for small matings is hardly practical. For example, rather than use three small lots which are always bare, it would be better to divide the space into two yards and allow the flock to run together. While they are using one yard, spade or plow the other and grow some green food on it. Sow it to rape, kale, Swiss chard, wheat or something of this nature. This will supply you with an abundance of green food, will cut down your feed bill and at the same time sweeten and purify your soil. In the yard which is occupied by the chickens, if you will take a spade and turn over a few shovelfuls of earth every

**WE HELP FILL THE WORLD'S  
EGG BASKET. WE  
CAN FILL  
YOURS**



few days the chickens will work in that, will get a lot of fun out of it, and will find insects and particles of food which they relish.

**SUBSTITUTES FOR BEEF SCRAP**

On both the eastern and western coasts we would advise letting fish scraps or fish meal constitute at least 50 per cent of the animal food, providing fish meal can be bought for less than beef scrap. On the general farm, or where possible, it is advisable to give the birds free range. They will pick up a large part of their own living from waste products, and worms and insects will supply the largest part of the necessary meat food. We know of a number of poultrymen, who, instead of buying beef scrap, fish meal, or green bone, will buy bones from the meat market. These are put in a large kettle and boiled. The water from same is rich in food value, as it is the same as beef soup or broth. A little salt is put in to add flavor. The bones are removed after all the substance has been boiled from them. Mix some bran, shorts and corn meal with the bone soup and you have one of the best foods in the world. You do not need beef scrap or fish meal in that case. A large quantity of this can be boiled at one time. If you do not care to feed it all at one feeding, it will keep for several days. Use just enough to moisten your mash each day. Milk in any form is a good substitute for beef scrap. Poultry, young or old, must have meat food or milk in some form if they are to keep in good health, grow rapidly and produce lots of eggs.

### **VALUE OF MOISTENED OR COOKED FOODS**

We have had excellent results from the use of moistened mashes. Much more moistened food is used in England than in this country. Our experiments have led us to believe that we can increase the number of eggs and also increase the size of the eggs a trifle by the use of a moistened mash fed each afternoon to the laying hens. It also seems to stimulate growth and quick development in the young stock. Never feed it sloppy, but just moist and crumbly. Use milk or sour milk with which to moisten it if obtainable. If you haven't milk, moisten the mash with boiling water. Let it steam, cook and cool for two hours or more before feeding. Cover the feed while it is being steamed.

The moistened mashes are more quickly digested than the dry foods. They pass through the crop and gizzard more quickly. We feed just about what the fowls will clean up in about thirty minutes. We usually use about the same mash to moisten that we are feeding in the hoppers in a dry state. If fed in moderation we will get better results by using more moistened mashes.

### **FEEDING BY ARTIFICIAL LIGHT**

I have tried to lengthen the day and the hours of feeding by installing electric lights in a poultry house. In the dead of winter, I increased egg production 100 per cent by this method. The lights went on in the morning at 4 and burned until daylight. This lengthened the day about four or five hours and gave the hens just that much more time to consume food. During winter, egg production falls off because the cold requires more food consumption and also because the length of the day barely permits the hen to consume much more than she needs for bodily maintenance. These extra hours give her a surplus for the manufacture of eggs. This has proven most profitable in a large majority of cases. The various hours and methods of increasing your winter egg yield by use of artificial lights are fully explained in our lessons Nos. 22 and 23 on "Poultry Farm Management."

### **FIND SUBSTITUTES FOR HIGH PRICED FEEDS**

If shrunken and slightly damaged wheat or corn are available and can be bought at reasonable prices, we prefer the use of one or both. It is well to learn to make substitutions. We find it necessary to break our old feeding traditions and revise our rations to fit the feeds which are available. By getting rid of every unfit bird, by growing green foods, by avoiding lice and mites, by better marketing, by these and many other sensible practices, we soon forget about the cost of feed; in other words, it means greater efficiency and greater production at no greater cost.

### **GROUND OR BOILED OATS**

Some who have tried boiling oats, seem to like to feed them after boiling better than any other way. They claim it softens the hulls so that the chickens have no trouble in digesting them, the chickens relish them, and they swell up and make about twice the quantity of feed. The boiled oats might be mixed with the moist mash and fed between one and three o'clock in the afternoons. If you cannot obtain bran and shorts or middlings, then have oats ground, hull and all, and mix them with equal parts of corn meal and feed as a dry mash to which is added 10 per cent of beef scrap.

### **YOLKS AND WHITES IN VARIOUS FEEDS**

After comparing the amount of feed consumed to the number of eggs laid by different varieties of poultry in various egg laying contests, and in making like comparisons in various feed tests, we are led to the belief that where the average hen is fed all she will eat she will maintain her body and manufacture 3 1-3 yolks out of each pound of carbohydrates contained in the food which she consumes, and will make 16 2-3 whites from each pound of protein.

**WRONG            METHODS            LEAD            SURELY            TO            DISASTER**

If she is well fed and cared for, judging from the records made, it seems reasonable to assume that this is true.

If you are feeding your hens a mixture that produces 100 yolks for every 50 whites, then it is possible for the hen to lay only 50 normal eggs. You will find it possible to take the following table and balance your ration so that your feed will contain practically an equal number of yolks and whites. The following table shows the number of yolks and whites produced by the average hen from one hundred pounds of the different kinds of feed:

GRAIN		Yolks Whites		GREEN FOODS (Forage)	
				Yolks	Whites
Corn	255	134			
Kaffir Corn	254	125	Alfalfa	46	67
Wheat	243	182	Clover	54	48
Cow Peas	189	305	Corn Fodder, green	42	16
Oats	195	155	Cabbage	40	11
Barley	203	145	Rape	56	11
Buckwheat	178	128	Corn Silage	42	15
Sunflower Seed	257	268	Blue Grass, lawn clippings	40	88
Rice	220	125	Kale	20	40
Milo Maize	256	178	Swiss Chard	20	40
Peterita Grain	164	191	VEGETABLES, ROOTS, ETC.		
Soy Beans	219	608	Yolks Whites		
Millet Seed	280	195	Apples	62	12
MILL PRODUCTS		Yolks Whites	Mangel Beets	19	18
Wheat Bran	155	205	Mangel Beet Leaves	28	16
Middlings	205	212	Onions	11	25
Corn Meal	260	135	Potatoes	55	15
Ground Oats	195	155	Turnips	26	16
Alfalfa Meal	133	205	Pumpkins	22	23
O. P. Oil Meal	160	500	Dried Beet Pulp	205	148
Cottonseed Meal	148	620	Peanuts	336	44b
Rice Bran	215	181	Stale Bread	190	131
Rice Meal	249	197	DRY FORAGE		
Gluten Meal	194	591	Alfalfa Hay	140	180
Low Grade Flour	215	247	Clover Hay	132	113
MEAT FOODS		Yolks Whites	Cow Pea Hay	114	71
Beef Scraps	106	1107	LIQUIDS		
Fish Scraps	87	806	Yolks Whites		
Dried Blood	19	871	Whole Milk	44	60
Fresh Cut Bone	196	336	Skimmed Milk	22	52
Blood Meal	230	430	Buttermilk	22	65

It is very dangerous to feed heavily on millet seed or cotton seed meal. Poultry will not eat dry alfalfa meal if they can avoid it and we do not recommend that. Scalded alfalfa hay is much better.

**FEEDING THE BREEDING STOCK**

We would like our readers to bear in mind that they must make a difference in the method of feeding and handling their breeding stock from the method used in handling their laying hens.

In the case of the laying hens it is large numbers of eggs that is desired, and you feed the birds all you can compel them to eat and force production all you possibly can. In that case it is "lay or bust." But in the case of your breeding stock it is fertile, hatchable eggs and strong, livable chicks that you desire, so we force the breeding stock to take a lot of exercise by throwing all their grain in a deep straw litter. Cut the amount of green bone, beef scrap, dry mash and the amount of highly concentrated foods used. At least, permit the breeding stock to have access to dry mash only in the afternoon. Do not allow them to become overly fat. Compel them to exercise for all their food, and feed them principally on hard grains and green food.



The ideal way to handle the breeding stock is to let them have a rest after the moulting period, and do not encourage egg production until you are ready for them to go into the breeding pens. Simply keep them in good health and on a bare maintenance ration.

Give all the range possible. Give all the green food you can get them to consume. Spade up a few shovelfuls of earth in the yard two or three times a week, and encourage them to work in that. If sour milk or butter milk is available, they make splendid additions to the regular ration.

In the few pages we cannot give a great deal of information, but our feeding lessons, Nos. 12 and 13, cover the feeding subject from A to Z. We do not believe that there is another book published which covers the poultry feeding subject so thoroughly as do our feeding lessons. Poultry feed is the big item of expense in poultry and egg production, and an awful lot of money can very easily be wasted in a short time if this subject is not thoroughly understood. We publish these facts in order that you may have just a few hints as to some places where you can save.

### **THE METHOD OF FEEDING THE HENS IN THE AMERICAN EGG LAYING CONTEST**

In the American Egg Laying Contest there are 165 pens of six birds each, which come from 31 different states, Canada, England and Australia. They represent twenty different varieties of poultry. We can recommend this ration. The following method of feeding is being used:

#### **SCRATCH GRAIN**

Mix 100 lbs. Wheat  
100 lbs. Cracked Corn

Vary the proportion of corn and wheat according to the price, using the largest proportion of the grain which is cheapest; otherwise, use equal parts of each. Feed a little more than one pint each morning to every ten hens. Feed about one and one-half pints at night.

#### **DRY MASH**

The following dry mash mixture is kept before the birds at all times:

100 lbs. Wheat Bran  
100 lbs. Shorts  
100 lbs. Corn Meal  
90 lbs. Ground Oats  
85 lbs. Beef Scrap  
15 lbs. O. P. Oil Meal, if easily procured  
5 lbs. Powdered Charcoal  
5 lbs. Fine Salt  

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500 lbs.

We take a small quantity of the same dry mash and moisten it with sour milk, butter milk or water. We give all the birds will eat in about 30 minutes each day. The moist mash is fed about 2 P. M. If we are forced to water, we use it boiling hot. We pour this over the mash early in the morning. We see that the mash is thoroughly wet with the boiling water. We then cover the vessel and allow the feed to steam, cook and cool until feeding time in the afternoon.

Grit and oyster shell are kept constantly before the birds.

One-third of a teaspoonful of Epsom Salts is measured out for each bird in the flock. This is dissolved in water and the mash moistened with it.

Give once each month during the fall and winter.

### **FEEDING DURING THE MOULTING PERIOD**

The cow, the horse and other animals which carry a coat of hair, shed their hair in the spring and put on a new thin coat for the summer. The hen moults in the late summer or fall and puts on a new winter cloak at that time. The old feathers die during the summer, and many of them fall out from time to time. At moulting time all the old feathers die and are cast off and an entire new coat is grown. Inasmuch as there is one-

fifth as much nitrogen in the feathers as there is in the entire body of a fowl, you can see the strain on the fowl's system in manufacturing an entire new coat is so short a length of time. It is a very trying time in the life of any fowl. The feathers are only about five per cent of the bird's total weight, but in all there are about 8,000 feathers on every bird. Often hens moult twice a year. It usually takes a hen from two to three months to complete the moult. A hen usually stops laying during this period.

A steady drain on the system exists at this time and the fowls must have foods rich in protein, fat and feather building material. These foods must be rich in nitrogen. It is best to add a little more meat food and some linseed oil meal at this time. Sunflower seed is also good. We also increase the amount of corn or corn chop during the moulting season. We use the same mash we ordinarily use, and add to every 100 pounds of the mash 10 pounds of linseed meal and 15 pounds of beef scrap. If this shows any indication of causing diarrhea, then reduce the amount of these two ingredients and add a little more charcoal.

### **METHODS TO BE PRACTICED DURING THE MOULT**

The question is often asked: "Can I force my hens to moult?" Yes, you can, but we prefer to let nature take its course rather than to produce a moult by starving. The birds can be starved for about two weeks, that is, given very little but water and succulent green food, and then follow this by feeding considerable quantities of food rich in protein, such as beef meal, beef scrap, and oil meal and thus cause the old feathers to dry up and drop off and new ones to take their place. The starving reduces the fat and the heavy feeding of protein following that helps build the new feathers.

Practically this same thing can be accomplished in another way, but it is done by feeding rather than starving. If you prefer to let nature take its course and you do not desire to interfere or influence the time of moult, then I would at least add 10 or 15 pounds more of beef meal or beef scrap to each 100 pounds of your regular dry mash, and add 10 pounds of O. P. oil meal to each 100 pounds of mash used. Feed this as soon as any number of your hens have moulted and during the period that they are growing new feathers. Always feed liberally on tender green food at this time. Then go back to your regular method of feeding.

### **SOME CAUSES FOR INFERTILE EGGS AND DEATH IN THE SHELL**

Infertile eggs are responsible for much of the loss at the time of incubation. A great many things may be responsible for the infertility, and the reasons for same can be summed up as follows:

1. Breeders that are overly fat.
2. Lack of exercise.
3. Breeding stock of low vitality.
4. Insufficient green food.
5. Extremely old or decrepit breeding stock.
6. Breeding from birds that are young and immature.
7. Excess of females to one male.
8. Lack of proper feed.
9. Unsanitary quarters.
10. Use of poorly constructed and poorly ventilated houses.

The death of chicks in the shell may be caused by—1. Keeping eggs at too high a temperature before incubation. 2. Great variations in temperature. 3. Low vitality in the breeding stock. 4. Keeping eggs too long before incubation. 5. Improper methods of incubation.

Hundreds of people write to know why the chicks die in the shell from the 18th to the 21st day. It may be caused by any of the above, but in our own opinion is more generally caused by lack of vitality in the breeding stock. Sometimes it is caused by insufficient moisture, which causes excessive evaporation of the egg, and it so happens that the chick lacks bulk, may kick and move around and yet be unable to bring the necessary pressure against the shell to make the first small opening, and when it does the inner lining of the egg dries on the chick so it is unable to turn sufficiently to break the shell the remainder of the way. Sometimes we have too much moisture, and the chick becomes so large that it is cramped for room, making it impossible for it to crack the shell. Sometimes a

poor incubator, or one which has not been given proper attention, will cause the temperature to vary to such an extent that it will be first hot and then cold and weaken the germ so the chick dies before it is able to free itself.

There is a good deal of difficulty in many flocks in securing fertile eggs during the first three months of the year. This may be due to one or more of a variety of causes. The hens may be in a rundown condition, due to improper care during the cold weather. On the other hand, too much food and fat may be the trouble. The hens may be in good physical condition and the food wholesome, but not adapted to chick production. If the hens have laid heavily during the fall and winter this tends to affect fertility unfavorably. There may be too many hens with the male birds, or the males may be too old or may, on the other hand, be immature. Lack of exercise may result in defective fertility. Confinement and lack of exercise will affect the male and also cause barrenness in the females.

If the birds are excessively fat they are indifferent breeders, and if the eggs are fertilized at all, the chicks are lacking in size and stamina. Overly fat fowls often become sterile because of fatty degeneration of the reproductive organs.

It is a great mistake, after pullets have matured early and shown that they have the ability to lay, to continue to force those pullets to lay by heavy feeding, if you expect to use them for breeding purposes. As soon as your early laying pullets are discovered, put them on a maintenance ration, change their location, move them about and use other means to prevent them from laying many eggs until they are ready for the breeding pen. If the pullets mature early and they are forced to continue laying right up to the breeding season, it will result in loss of stamina, infertile eggs and death in the shell. Lack of vigor from any cause will always decrease the fertility and increase dead germs.

See that there is plenty of moisture in your machine beneath the egg tray from the first to the fourteenth day. Then dry the eggs down by removing the moisture until time for them to begin to pip. The floor of the incubator should then be saturated with water. Keep the temperature during the hatch up to 104 rather than to let it run below 103 degrees. The temperature should be run so the hatch will be completed on the 20th day. If any eggs are still in the machine at this time, remove the chicks, saturate the floor again with warm water, and wring a woolen cloth from warm water and lay it over the eggs for 15 minutes. Keep the temperature at this time up to 104 or 105 degrees. If the breeding stock has been properly fed and managed and your incubator is any good at all, this will bring every hatchable chick out of the shell.

Another thing which we might suggest is to see that there is always an abundance of fresh air in your incubator room. Chicks will die in the shell from lack of oxygen if the incubators are operated in a basement or cellar where it is impossible to get outside ventilation below the level of the eggs in the trays. This is very important, and millions of chicks have died in the shell solely for this reason. An abundance of fresh air in the incubator room is of extreme importance.

The enumeration of these causes of infertility and death in the shell suggests the remedies to be applied. The principal thing to be secured is first-class physical condition of the birds in the breeding pen. Most of this loss is due to wrong methods before the egg ever reached the incubator. All these matters are gone into in detail in our lessons 14 and 15 on the Baby Chick and in lessons 16 and 17 on incubation. They are the most interesting books ever written on the subject.

## GENERAL INFORMATION ABOUT LICE AND MITES

### How to Make a Good Louse Killer

Buy 33 1-3 per cent blue ointment from your druggist. Mix equal parts of this ointment and lard or vaseline. Mix them thoroughly. Add a little tallow to make the mixture stiffer and so it will stick to the feathers longer.

## YOU MUST LEARN TO DIAGNOSE TROUBLE BEFORE YOU REMEDY IT

We take a little of this mixture (about the size of a garden pea) on the end of the finger and rub it well on the skin and in the fluff just below the vent. Rub the same amount into the fluffy feathers on each thigh. Rub down next to the skin and the base of the feathers. You will not be bothered with lice again for some time. To get the right proportions we weigh all the ingredients. Do not use this too freely or get it too near the vent, for you may kill the hen by so doing. Use this on mature fowls only. Use a drop of sweet oil on the head and under the wings of baby chicks.

### **How to Make a Good Mite Killer**

Mix two gallons of kerosene or crude oil with one gallon of crude carbolic acid. Spray the interior of the house, roosts, nests, cracks and crevices with this mixture. Also paint the roost poles and interior of the nests once a month with a mixture of two parts of crude carbolic acid mixed with one part of kerosene or crude oil. An ordinary paint brush should be used for this purpose. If you do not fight the mites and lice in hot weather, they will spoil your chances of success. Our lesson No. 25 shows just how to combat all kinds of "Enemies and Parasites." It is invaluable.

### **Sodium Fluorid Effective Against All Lice**

Most poultry lice powders which are placed on the market are not very effective. Perhaps the best powder and one of the cheapest things for body lice is Sodium Fluorid.

"The writers have found what they term the 'pinch method' to be entirely effective against all lice and to have the advantage of economy of time and material. When applying the material by this method, it is placed on a table in an open vessel, and the fowl is held by the legs or wings with one hand while with the other hand a small pinch of the chemical is placed among the feathers next to the skin about as follows: One pinch on the head, one on the neck, two on the back, one on the breast, one below the vent, one on the tail, one on either thigh, and one scattered on the underside of each wing when spread. Each pinch can be distributed somewhat by pushing the thumb and finger among the feathers as the material is released. It is advisable when dusting to hold the chicken over a large shallow pan, as in this way the small amount of material ordinary lost is recovered.

"Precaution should be taken not to allow sodium fluorid solution to remain in galvanized vessels any great length of time. In fact, it is best not to keep it over night in tubs or galvanized containers, as it will injure them."

### **FEEDING AND BROODING BABY CHICKS**

Do not feed chicks until about 48 hours after they are hatched and dry. One of the first things should be sour milk or butter milk and coarse sand. Cover the floor of the brooder with clover chaff or fine cut straw. Do not have this too deep. For the first two or three days, feed a mixture of two-thirds rolled oats, one-third wheat bran, mixed with hard boiled eggs and a little powdered charcoal and fine bone meal. Feed a little about five times a day for the first three days. The first mixture is fed morning, noon and night and a good grade of chick feed between meals.

As they become older gradually eliminate the rolled oats until you use only the chick feed and keep before them a dry mash in the following proportions: 10 lbs. wheat bran, 2½ lbs. ground oats, 5 lbs. shorts, 5 lbs. corn meal, 2 ounces fine charcoal, and 2 ounces fine salt.

If you cannot secure sour milk or butter milk then mix two pounds of dry beef scrap with the above. If you use any form of milk, keep it before them at all times or at least for the first half of the day. They need some green food. Use clippings from sprouted oats or cut up some tender green feed occasionally. The above methods have proven simple and successful.

It behooves every poultryman to use such methods in raising his stock

as will insure the lowest per cent of mortality and the quickest growth. Brooder stoves of many kinds are upon the market and several of these are giving excellent satisfaction. We know of some who use two of these stoves of small size in one room. Then if one stove goes out, the other will protect the chicks and prevent chilling. For this method of brooding, we build a house 10x20 feet or 12x24 feet. The house has a partition in the center, with the board nearest the floor on hinges so it can be raised as a runway for the chicks, and a swinging door for the attendant. The stove is placed on one side of the partition and the cool room is used for feeding and exercise. It is necessary to have a cool room so the chicks can get away from the heat. This is one of the secrets of successful brooding. Or you may use one room that is long and narrow. Place the stove at one end and the other end remains cool. If this is done the single room answers just as well as the double room. Or if it is a square room place the stove to one corner.

The houses for these brooder stoves are built just as we would build any laying or breeding house. We would not build a special brooder house which we could only use three or four months during the year and then let it remain idle for the remainder of the time. Every poultryman should endeavor to have as little idle equipment as possible. We locate the buildings where the chicks can have plenty of range after they grow up. As soon as they are old enough to do without heat, we simply remove the brooder stove and put in temporary roosts. The chicks remain right in this house until the next fall or winter, when it comes time to cull them and to select the choicest for the laying and breeding pens. A flock of pullets are usually wintered in these houses. Nests can be put in temporarily until the houses are needed again for the next season.

Tack cloth over the ventilators and make the house comfortable and provide for ventilation near the floor, but avoid drafts. Be certain to provide for a cool space. If the chicks have a tendency to cannibalism and pick at one another's toes, paint the window panes with a bluish or whitish frosting. You want light in your brooder house, but not the direct rays of the sun. Keep the chicks busy and active. Put some fresh earth on the floor in one corner of the room. If they show signs of developing the habit of picking at one another grind some lean meat and mix equal parts of bran, shorts, corn meal and ground meat with a little water, just enough to moisten it a trifle. After it is mixed run it through a sausage mill or meat grinder, and then feed it to the chicks every day. The frosted windows will do most to prevent cannibalism.

On the hatching egg and the baby chick depends your success or failure in replenishing your stock each year. Here lies the very foundation of your flocks, also your profit or loss. Our lessons Nos. 14 and 15 cover this subject in detail as does no other book.

## SUPPLY SHORT—DEMAND SURE TO EXIST

It seems to be the opinion of practically all, that they will make a greater net profit this coming year than they have ever made in any previous year. There is a scarcity of breeding stock and the man who has the stock or hatching eggs is certain to have a great demand at profitable prices. There is no state in the Union where eggs cannot be produced at a reasonable profit, and, in many cases, a handsome profit. There is no reason to be alarmed or discouraged. American poultrymen certainly have as much backbone, as much patriotism, as much love for the business, and as much ability to adapt themselves and their methods to meet varying conditions so as to solve poultry problems, as have the poultrymen of England or China. Do not sacrifice the great American Hen. The facts and conditions do not justify it. Meet every issue with right methods and you are certain to find the business more profitable for the next twelve months than at any time in the past.

The only difference between the poultry business of today and a few years ago is this: Then a poultryman could make a lot of mistakes and

still stay in the business. He can make more money today than he did then, but he must know how. Feed prices are down. In my opinion, those who have stock and eggs for market or for breeding are certain to make some good money if the right methods are used in handling their poultry.

### **OUR PERSONAL SERVICE**

It cost us more than \$100,000.00 to prepare the lessons in our poultry course. The illustrations alone cost more than \$20,000.00. We not only furnish you the books and lessons which give you our methods and secrets, but we give you PERSONAL SERVICE. Any student can write us at any time concerning their poultry problems and we give them a personal answer by letter, explaining in detail what they must do to correct their trouble. No institution in the world is in a better position to render such failure than is the AMERICAN POULTRY SCHOOL. We have turned failure into success for thousands of poultry raisers in all parts of the world. The strongest recommendation that we can give for our course is the fact that our methods are used and recommended by more than 27,000 successful students in every state in the Union and in 19 foreign countries. We have thousands of statements from these students like the following:

Charles Kittinger, of California, a building contractor, says: "My net earnings from 55 hens were \$647.00, an average of \$11.77 per hen." Mrs. Rooks, of Ohio, says of her wonderful results: "From 200 hens and pullets I sold exactly \$1,288.50 worth of eggs and poultry in eight months. My feed cost \$246.89. My success is due to your methods." Mrs. Anna Lovely, of Connecticut, says: "I was down to my last dollar when I called on you for advice. I am now getting enough eggs from 175 hens to pay for all my household bills, besides having enough eggs left for hatching and raising young stock." Mrs. Dunkin, of Missouri, stated: "I sold \$1,194.64 worth of eggs from January 1st to September 30th. I sold \$257.62 worth of chickens and still have 100 more chickens to sell. The 'Quisenberry Way' surely made poultry raising easy for me."

Our methods have been tested and proven successful in all parts of the world. Our PERSONAL SERVICE DEPARTMENT is not equaled by any other institution of its kind. Our faculty are recognized as some of the leading poultry authorities of the world, and our methods have proven so satisfactory to our thousands of students that we have built up the greatest School of its kind. Accept this course and this personal service on our recommendation. It is sold under an absolute guarantee of money back if you are not satisfied. We have helped thousands of others, we can help you.

### **OUR COURSE**

This is simply a little book containing suggestions which we send free, and which we have issued for the benefit of our students and friends who are interested in the poultry business. Our books and lessons on these various subjects contain from 64 to 200 pages. Each is fully illustrated and goes into details, covering every phase of the poultry business. In addition to the books and lessons sent to our students with our various courses in Poultry Husbandry, we frequently send them letters or bulletins containing monthly or timely and seasonable suggestions for the solution of their poultry problems. We wish you abundant success in all of your poultry work whether you become one of our students or not.

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#### **WHY ADDRESSES ARE OMITTED FROM TESTIMONIALS**

Formerly we gave the postoffice addresses of all students in all testimonials, but our literature goes to literally millions of people. This has caused our students to be flooded with letters asking for advice, help, etc. As a result many students have asked us to withhold their postoffice addresses. Every name given in this book is genuine and we will gladly furnish postoffice addresses of students near you on your request, or others whose permission we have to give their addresses.

# How To Save Feed

**E**VERY hen has thousands of tiny eggs or ova within her. Hens with strong and properly built bodies will make eggs and produce them in direct proportion to the way they are fed and cared for.

To obtain a steady, profitable egg yield for a continuous period of six months to one year, hens must be given feed in a manner which will maintain proper flesh, health, strength and leave the greater portion as material from which to manufacture eggs.

Each kind of grain can be turned into a certain number of yolks and a certain number of whites. If you feed a ration which makes more yolks than whites, you waste a large portion of it. Your hens become clogged inside with fat, seldom lay; their blood vessels and egg organs become thin and tender; their liver crowded, and sooner or later hens are apt to rupture an egg organ or blood vessels, resulting in hemorrhage and death.

The proper proportioning and mixing of ordinary grains, so that your hens' daily ration can be turned into practically an equal number of yolks and whites, makes it possible to turn every yolk into an egg and produce two, three or four times more eggs than at present.

Feed mixed in correct proportion to make eggs saves feed. None is wasted. Hens receive 100 per cent of good from it. They make eggs from all they consume. If feed is not correctly proportioned they waste a large part of it by only making as many eggs as there are equal numbers of yolks and whites in the feed, and they will become too fat and cease laying.

If you know exactly how many yolks and how many whites hens can make from 100 pounds of every kind of grain, you can often use more of cheaper feed and less of the more costly. This puts you on the "profit road." You get more eggs. Less food is consumed in proportion to your egg yield. No feed is wasted.

This information is completely and thoroughly covered in our 64-page "Feeding" book containing lessons 12 and 13, and in our 100-page "Baby Chick" book containing lessons 14 and 15. Both books are given with our Complete Practical Course. They make up part of the complete reference library which becomes your permanent property.

## How To Pick Out Loafers, and Feed Only Hens That Pay

**T**O SAVE feed and make money you must know how to select laying hens. You should know which hens are producing eggs now, but it is vastly more important to determine, quickly and accurately, the number of eggs each will likely produce during the next six or twelve months.

Laying hens may soon stop and become gluttons at the feed trough or be star boarders the next six months. Your hens may not be laying now, but we teach you how to determine whether they will prove profitable layers during the rest of their lifetime.

You should be able to determine the difference between hens that will produce fertile, hatchable eggs and those that will not.

These are simple methods, determined easily and quickly. They are always thoroughly understood after reading our book containing lessons ten and eleven on "Selecting and Breeding for Egg Production." This cloth bound book is contained in our Complete Practical Course. It tells how to tell the slacker and poor layer. It explains how the poultry man can cull and sell half his flock—the dead beats—cut down feed bills half and still get the same number of eggs he would have gotten from the whole flock.

SEE INSIDE FRONT COVER



# RAISES 6000 HEALTH

GET EGGS WHEN NO ONE ELSE DOES



OUR STUDENTS SUCCEED WHERE THEY WERE NOT  
ABLE TO RAISE POULTRY SUCCESSFULLY  
PREVIOUS TO TAKING OUR COURSE



## Results Are What You Want



Cleared \$100.00 Per Month Last Winter

"Your lessons are worth more than they cost. We are having great success raising chicks. We cleared \$100.00 a month last winter from our pullets. Before taking this course was working in the dark. It's different now."

G. W. TIMM, Nebraska.



## Could Not Get Needed Information Elsewhere

"Of all colleges and people I have written to regarding my baby chick troubles, I did not find one that could enlighten me till I wrote you people. The simple methods you suggest have solved my problem and saved me many dollars. I consider the price of your course 'dirt cheap.'"

R. BRANSON, Colorado.



## Results Obtained From Lessons Cured All Doubts

"An old breeder from our town was over to see chicks and said: 'I wish my birds would come along like yours.' I told him of some things in your lessons and he said he would take a course at once. My birds do so much better than his that he is cured of all doubt about your School."

THOS. ARKLUS, Jr., Ontario, Canada.