

SF 487  
.N35

1920

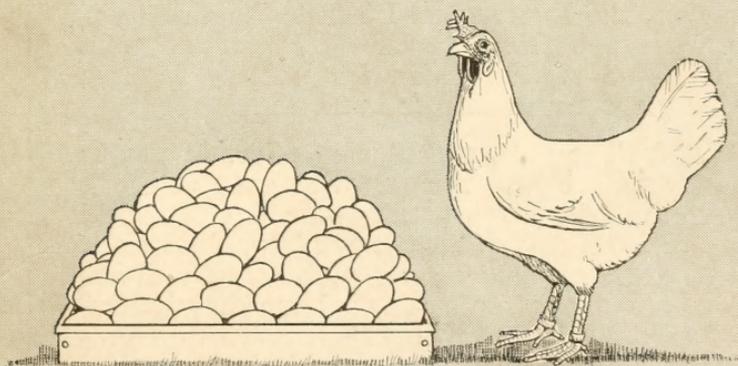


SF 487

.N35

Copy 1

# HOW TO RAISE POULTRY FOR PROFIT



The NATIONAL POULTRY INSTITUTE  
(INCORPORATED)  
WASHINGTON, D.C.

## POULTRY RAISING IS A NATIONAL INDUSTRY

*PEOPLE WILL* eat eggs; must have them.  
*THERE IS NO BETTER FOOD THAN EGGS—  
OR POULTRY MEAT.*

You don't have to be a doctor to know the value of eggs, or poultry meat; nor do you have to be a scholar to know that poultry is raised on every farm, and in every town and city of our great country. We have more than one hundred and ten million people, and, from the youngest to the oldest, they need eggs, and poultry food.

*POULTRY RAISERS* are included in all branches of the professions, or trades, as well as farming. The Lawyer, the Doctor, the Dentist, the Preacher, the Mechanic, the Clerk, Letter Carrier, Policeman, or Laborer—all classes go in for poultry raising, either for pleasure, health or *PROFIT*.

*PROFIT?* The Poultry Industry offers *money* to the poultry raiser and farmer who goes after it. There *is* money, profit, in poultry—as this book will prove—and *YOU* will make money if you follow our advice—the advice of men who have made, and are making money in poultry, and who have shown thousands of others how to do it. Poultry raising provides *health* to the Housewife, the Clerk, the Salesman, the Teacher, and all workers whose daily duties become tiresome, and who do not get the necessary fresh air and exercise. Poultry brings *pleasure* to the nature lover, the fancier, the breeder; to the bread-winner, who is rewarded by the indescribable satisfaction of placing nourishing food—of his own production—on his table.

COPYRIGHT, 1920,

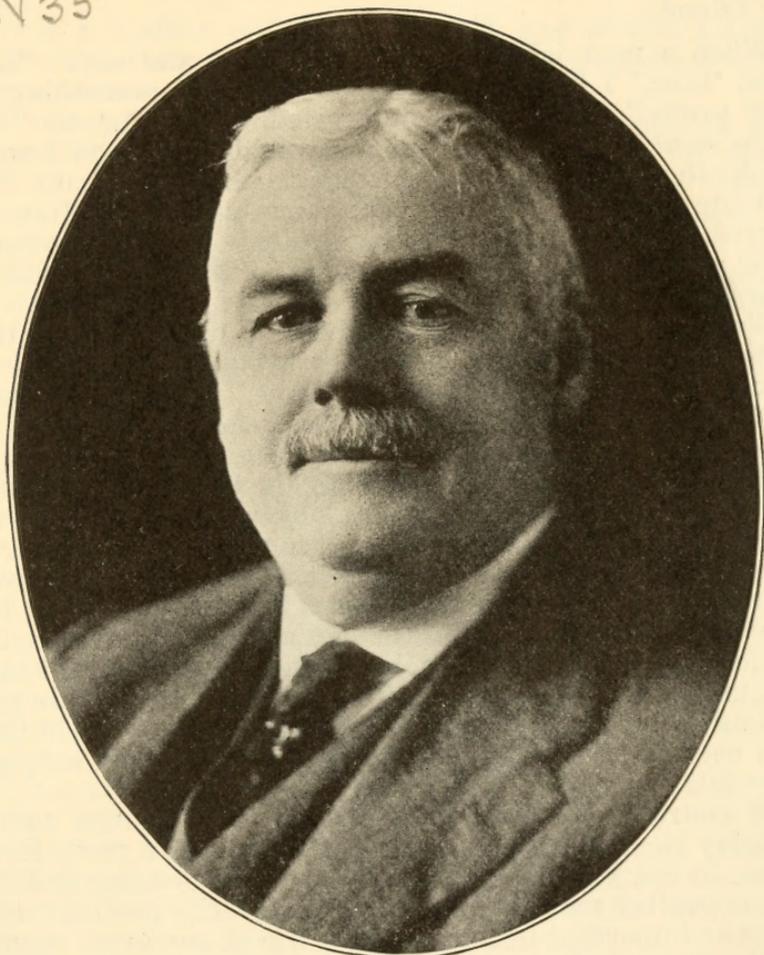
BY

THE NATIONAL POULTRY INSTITUTE, INC.

NOV -8 1920 © Cl. A 601507

SF487

.N35



**D. LINCOLN ORR**

President, The National Poultry Institute, Inc.

Secretary-Treasurer and Manager, The Madison Square Garden Poultry Show, New York, the greatest poultry show in the world.

Former President and Secretary, American Poultry Association.

Former Poultry Specialist, United States Department of Agriculture.

Former Poultry Editor, Orange County Farmer, and regular contributor to "Reliable Poultry Journal."

Nationally known as a Poultry Expert, Specialist in Feeding, Breeding and Judging, and as an Exhibitor of Standard Bred Poultry.

## PERSONAL TO YOU

My friend:

When a man jabs me on the shoulder and says: "Look here, 'Linc,' I have something to tell you—something for your profit," naturally I'm interested. You'd be, too.

He would have to *show* me. I would listen, and I would think; then I'd decide and act quick. So would you. Now just suppose I walked in on you today—say, right after supper when the folks are sitting 'round—and proceeded to *show* you how to raise poultry for *PROFIT*. I would get your attention, wouldn't I?

Well, here I am. This little book is my representative; it tells you something for your profit—profit either in money, health or pleasure—or all three. It tells you how to get more out of life—for yourself and family, and how *you can profit* in poultry.

Most important to you, though, is the fact that every statement in this book is backed by men who are known throughout the United States, and in many other countries, as men of sound practical experience; men whose life work is poultry—who have profited—and have taught others how to profit from poultry. These men are stationed in various sections of the country; each has been "through the mill" and knows the peculiar conditions in his own territory, as well as in the country at large. In the Poultry World these men need no introduction. See more about them on pages 13 to 20.

Of course you know what a huge business the poultry industry is. Over ten hundred million dollars a year. Every home, in every village, town and city, needs eggs, and consumes poultry meat—the best of food. The poultry industry is as important to the economic life of our great country as the Cotton, Corn, Coal, Lumber or Cattle industries—and that is saying a lot.

Naturally, in such a large field, there are many notable successes—and failures, too. There are thousands of people who are making a good living from poultry, and on the other hand there are thousands of others who are just "getting by," and some are not getting anywhere. I say it is natural; simply the law of averages—there must be great successes, moderate successes, and some failures in poultry the same as in any other great national industry. The answer is clear:

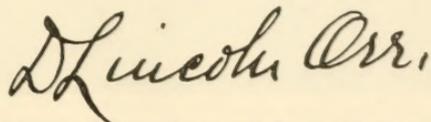
It is a matter of *EXPERIENCE* and *KNOWLEDGE*. Where knowledge is coupled with experience and *work*, success is certain—there is no luck about it.

My forty years experience in the poultry business, from the bottom up, qualifies me to speak with authority on this subject. This also applies to the other officers of The National Poultry Institute. Men who *know*, who have had practical experience and who have personally taught others throughout the United States, and who have been employed by our national Government to develop the poultry industry, surely are qualified to *tell you* how to raise poultry for profit—profit to yourself as well as to the community in which you live.

These men have organized The National Poultry Institute to help the poultry industry; they have combined their *EXPERIENCE* and *KNOWLEDGE* for your benefit. They have written a course in poultry raising which represents the most practical, most up-to-date, and most valuable instruction on Poultry Raising for Profit—for Money, Health and Pleasure—ever offered to the public. But that is not all. The course, valuable and complete as it is, is only the beginning of the service which The National Poultry Institute will give you. The *actual* personal services and advice of these men will be yours so long as you raise poultry—and that will be for a long time.

I know poultry; most poultry folks know me; I have been in the field a long time; have covered a lot of territory; have made thousands of warm personal friends who are enthusiastic poultry raisers, and I say this to you now: You will profit from reading the pages of this book—even though you have never owned a chick—and you will profit beyond all of your present expectations when you take up the Course, and *follow instructions*. It means work—but I know of no other industry or profession where success may be gained without work. So, I say, read every page.

Thank you,

A handwritten signature in cursive script that reads "Lincoln Orr". The signature is written in dark ink and is positioned centrally below the text "Thank you,".

President.

## POULTRY RAISING—FOR PROFIT

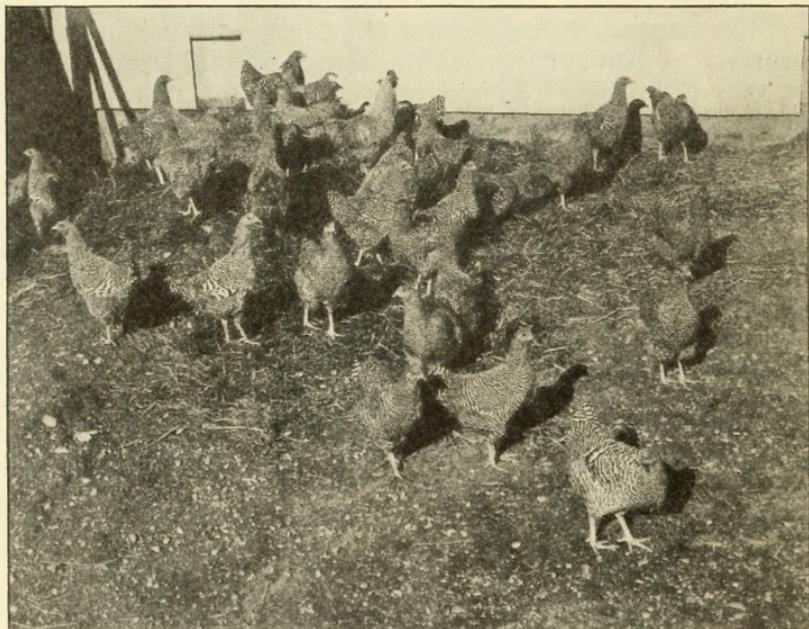
### POULTRY!

That means chicks, hens, eggs; broilers, turkeys, ducks and geese; work, play, pleasure, health—and *Profit*.

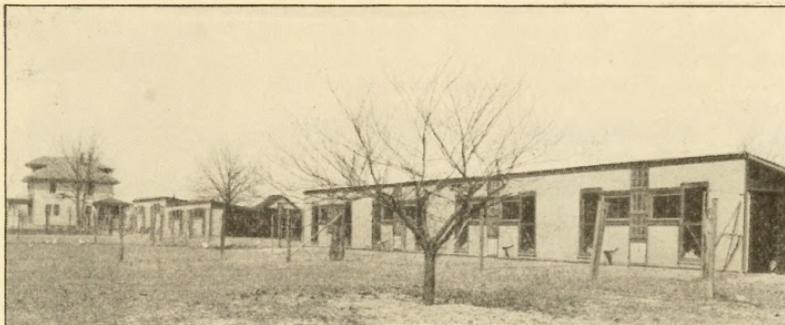
To city man with a small backyard lot, poultry means all of these things, with the addition of *CONVENIENCE*. You can raise poultry for profit, for convenience, and for health, in your little city lot, or in your suburban or town lot, just as well as on the farm.

Eggs are staple; folks must have them, as they must have water; poultry meat—the same. No other foods, except milk, are so important, nor so greatly in demand. The poultry industry is sound; it is vast; it is growing. If it should increase by 100 per cent immediately the demand for eggs and poultry would continue. And there is profit in it for all those *who know how*.

You often hear folks say they "like to see things grow." They enjoy the beautiful flowers, and trees, and just bubble over when sprouts come peeping through the ground. It is these things which make life worth while—nature's miracles. What is more fascinating than a lot of cute little chicks just out of the shell; and who can describe the pleasures you experience in watching their growth day by day, especially when you feed them with your own hands? And, later, when they present you with their first eggs? What a genuine



A Farm Flock of Barred Plymouth Rocks. Poultry is One of the Most Profitable Branches of the General Farm.



A Typical Commercial Poultry Farm Operated Entirely by the Owner.  
Capacity 1,560 Layers. Profit, 1919, over \$4,000.

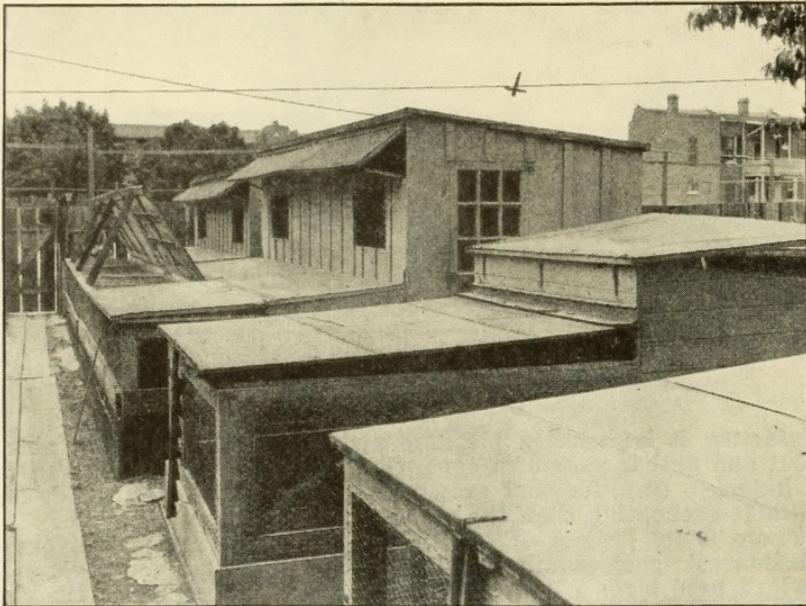
satisfaction it is; what a pleasure and a convenience to be able to go out and gather your own eggs, for your own table—for your wife and kiddies. And, for that growing boy or girl, what better or more profitable occupation than the caring and feeding of chickens?

*There is no branch of agriculture* which offers such diversion; such interest; such genuine pleasure. The poultry breeder views his standard bred birds with the same joy and satisfaction as the great artist who looks upon his masterpiece. There is a fascination in the work; a thrill of pride and enthusiasm which makes one "feel young again." For the man who works by day, or night, at the office, store or factory, a few hens will save many doctor's bills; they will provide an interest in life—heathy, active life—and at the same time furnish him the nourishing food for which his body craves, and which his growing family needs.

Poultry is suited to women, boys and girls, as well as to men. You may raise hens, good ones, and get eggs in plenty, by utilizing your own backyard—and if your space is not limited you may make a business of it—a real business—a living. It is *not* a matter of luck, but rather of *KNOWING HOW*.

*For the woman:* the housewife, the teacher, the clerk, the student, there is no better occupation; nothing so fascinating, so interesting, so profitable. Women are natural poultry raisers; they are endowed with the special qualities that bring response from their birds, and they carry off many of the honors at the great national poultry exhibitions.

*For the City Man or Woman* there is profit in poultry. More than you can imagine. It matters not where you live; north, south, east or west; city, suburb, town or country. You *should* keep poultry, at least for your own table; and, if possible, for sale to friends at the office, shop or store, who are not so fortunate as to have space for a poultry house. You should make a study of your birds, to get the most out of them; most eggs and most profit. The time, money or labor you put into them will be more than amply repaid, and success will be certain if you *follow our methods*. Poultry keeping offers you the pleasure, the joy, and inspiring pride of *production*. Results—actual



**A Successful Backyard Plant. Such a Plant Will Help Considerably to Reduce the Cost of Living.**

and definite—are the joy of life; they give one an interest in living not obtained in any other way, and mean more to one's health and general well being than any amount of doctoring or treatment.

It is interesting to note that there are more poultry raisers in the cities—backyard lots—than in towns where space is plentiful. The reason for this is simple. City folks can not get real “honest-to-goodness” fresh eggs unless they raise their own hens, or buy their eggs from friends who are utilizing their back yards. So, the remedy is: raise your own. And as a result, at our great national poultry shows, the backyard bird often carries off the honors.

Certain kinds of poultry are best suited for backyard flocks, or for varying localities; some breeds give best results under different conditions. We tell you about these; we show you what to do to get started right, with the right breed, and in the right way. We show you *how to make money* from your backyard flock; how to utilize table scraps to save feed bills; how to feed for eggs and plenty of them; how to avoid disease; how to breed standard stock and get high prices for eggs from your standard bred birds; in short, we show you how to succeed. We not only tell you how to do it, but we watch your progress and take a personal interest in your flock; when you write to us we answer quickly, in a personal and clear manner. This is not merely a school—it is a *SERVICE* Institution; a National Institution.

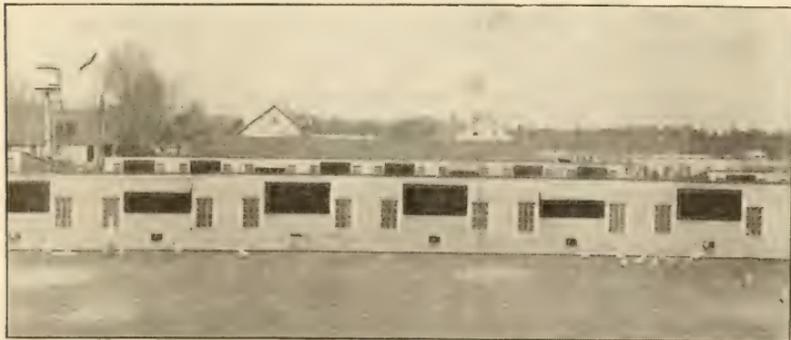
*For the man, or woman, in village or town* Poultry offers unusual opportunities. Generally, the town resident has a fair sized piece of

ground to work with; he can go into the work on a little larger scale than his city brother; can raise eggs for regular sale to neighbors or to folks in nearby cities; he can breed Standard Bred Fowls, and in other words, make more of a *Business* out of Poultry.

If he is working regularly at the shop, or in the case of a school teacher, or clerk, the spare time given to poultry raising will provide recreation—a diversion, fresh air, and keep him fit for the daily toil. In addition, the products of enjoyable work will be returned in the form of good nourishing food—and *PROFIT*. Where there are children they can do much toward caring for the birds; they help in many little ways, and they profit more than one can tell.

*ARE YOU A FATHER—or a MOTHER?* You owe it to your boys and girls to give them the benefit of our complete course. They will revel in it; spend hours studying the pictures, the diagrams and plans, and get as much out of them as the average grown person gets from hours of reading. We know the boy and the girl; we have seen such striking examples of successful youths that we can not too strongly urge you to give your young folks a chance.

*MR. JOS. W. KINGHORNE*, Secretary and Managing Director of The National Poultry Institute, was the first man in the United States Department of Agriculture to successfully organize Boys and Girls Poultry Clubs. Since he started this work in 1912 he has played a large part in developing this movement into a nation-wide organization. Surely no one is in a better position to know the possibilities of poultry keeping for boys and girls than he is. Under his direction thousands of town, city, and farm, boys and girls have taken over the flock and made it pay a good profit. Through poultry we have interested boys and girls in farm life, and have made the farm attractive to them, with the result that many of them have given up the idea of leaving home to go to the city. We have taught boys and girls in the cities and towns how to make money from poultry without interfering with their school hours, and have encouraged in them the spirit of thrift and pride of ownership. Our course will be thoroughly enjoyed by your son, or daughter; it is written in an easy-to-read style, and fully illustrated with hundreds of pictures.



Birdseye View of a Large Commercial Poultry Farm. Capacity, 25,000 Layers. A Big Commercial Business.

## POULTRY RAISING FOR THE FARMER

Mr. Farmer, we can help you to make your flock pay larger returns. *WE CAN*. You, being a practical man, know what pays you, and what has not paid; you know what your potato crop, corn crop, cotton crop, wheat crop, or tobacco crop pays you, and you have an idea of what your cows and pigs pay, because you have harvested, and have fed your stock for years. *BUT*, we can prove that poultry offers you greater profit than any other live stock on your place. This is not an idle claim; it is a fact. We don't say that you—right now—can get more out of poultry than out of your cows or pigs or other stock, but *we do say* that if you will make it your business to *KNOW* as much about poultry as you know about other branches of farming, and will get the real up-to-date facts on poultry raising which have been thoroughly tested and proved, and newly published in our complete course, *you will get more out of poultry* than you ever got before, and more, in proportion, than you get out of any other live stock. This, of course, providing you *follow our methods*.

*WE GUARANTEE*, that when you put into actual use the instructions we give you *WILL MAKE A PROFIT FROM POULTRY*. *FURTHER*, you will make more out of poultry than from any other branch of farming, considering the time and labor expended. We realize the full significance of this guarantee; we know the farmer; we have been in close personal contact with him for years, and we know that most farmers are overlooking the remarkable money-making opportunities in poultry. It is all a matter of *KNOWING HOW*—and that is where we help you.

Poultry is kept on five out of every six farms in the United States; *IT SHOULD BE ON EVERY FARM*. Poultry is found on more farms than any other kind of live stock, and we know that thousands of farmers' wives use "egg money" and "chicken money" to buy the groceries and clothing of the family. We have personally visited farms in all States of the country (as agents of the U. S. Government Department of Agriculture) and have shown farmers how to make their flocks pay; how to profit; how to feed their hens with their own products; how to cull poor producers from the flocks, and actually increase egg production, with less feed expense. In times gone by poultry keeping was considered by many as incidental, *but this is another day*; times have changed; new methods have been developed; science has made great strides in recent years, and we know that poultry raising for profit can be made just as much a certainty as the growing of corn, of cotton or other staples. All of the chance is taken out of the industry when our proven methods are used. *Poultry Pays the Farmer*.

*The Farmer's Wife*. There is no branch of farming in which the farmer's wife plays such an important part; women seem to have a "knack" for raising hens; they love them, coddle them, and care for them in such a way as to bring a ready response. There is much in our course that the Farmer's Wife will delight in. The Course will tell how her labors may be lightened, and at the same time how she can get better results.



Partial View of the Government Poultry Farm at Beltsville, Md., the Largest Poultry Experimental Station in the World. The Results of the Work Done at this Farm are Available to Our Students.

## COMMERCIAL POULTRY FARMING

*POULTRY AS A BUSINESS.* By "business" we mean large scale poultry breeding—big production; hens by the thousands; eggs by the hundred thousand; poultry plants; great enterprises; special breeding; day-old chicks, quantity production; trained employees; specialists in incubation; feeding; farming; housing; selling; shipping. All these go to make up a poultry business, though many people specialize on one branch only—and make good profits therefrom.

As a big business proposition, we know that poultry pays, and is paying, else we would not have so many large plants scattered around the country. The large scale poultry producer will take our course as a matter of necessity; he knows from experience that it pays to keep up with the march of progress, with new methods. The big-poultry-business-man knows the men who have written this Course, and recognizes that such an aggregation of poultry experts represents the most powerful body of practical poultry educators and producers ever organized for the purposes of education. All of our officers have come in contact with commercial poultrymen; with the big producers, and breeders; they know what big poultry plants require, what methods have insured success, and what have failed. They know how to organize and develop big poultry plants, and how to make profitable successes out of questionable plants. They *KNOW*, because they have been "through the hopper." As poultrymen of the United States Department of Agriculture these men have had valuable and profitable experience with poultry producers, and they have now pooled their

experience and knowledge for your benefit; for the benefit of the country, for the man in the city, town, or on the farm.

*Commercial Poultry Farming* offers a wide range of opportunities for making money. Eggs bring high prices, especially in winter, and we show you how to feed for winter eggs; another money-making business is that of eggs for hatching. There is good profit in this, as hatching eggs bring high prices. Still another paying field is that of breeding Standard Bred fowls to be sold throughout the country to poultry raisers who want good stock—and there are thousands of such folks. Some of the most successful poultry men are specializing in this branch alone. It is a good business, and *THERE IS PROFIT IN IT*. Another business is that of Caponizing. We show you how to do this so as to make more out of your own flock, but you may also make money caponizing for neighboring poultry-raisers—at so much per bird.

*You can go into the Commercial Poultry business* with full confidence after you have studied our course. Whether you are a beginner, or already have a flock of your own, if you follow our methods, and make use of our *PERSONAL SERVICE* you are bound to succeed. It is our business to see that you *do succeed*.

*Commercial Hatcheries.* A branch of the poultry business that is developing fast is that of Commercial Hatcheries. These are either operated as branches of commercial poultry plants, or as an exclusive business. Hundreds of such plants have developed in recent years and have proven wonderful money-makers. These hatcheries ship hundreds of thousands of day-old chicks each year, and the demand is many times greater than the supply. This industry, as profitable as it is, has scarcely been touched. Our course will train you and give you the knowledge necessary to operate and develop such a plant, either as a side line, or as an exclusive business.

*Our Poultry Course* covers every branch of Commercial Poultry Farming in such a clear and easily understood manner as to make you familiar with every step necessary to operate with success. The Course tells you how to start; what to avoid; how to develop and expand, and how to get the full benefit of every possible source of income. Our experience with commercial plants, or "Egg Farms," extends from the Atlantic to the Pacific. We are as familiar with the problems of egg farms of California as those of New Jersey, Maine or Texas. *To the established commercial poultryman, or to the beginner who wants to make a business for himself, our Course is worth hundreds of dollars.*

**WOMAN IN POULTRY BUSINESS.** There is a demand for women agents to organize poultry clubs, and egg circles; our experience with the Government has emphasized the great need for practical poultry women for educational work—of women who can go out and show beginners what to do; show the housewife how to make a profitable start. We know the conditions under which such home demonstration agents work, and are fully prepared to train you as we have personally trained others. Agricultural Schools, Normal Schools and Vocational Training Schools offer great possibilities for practical poultry teachers, and they pay well. We teach you to qualify, and assist you through our *PERSONAL SERVICE*.

# THE NATIONAL POULTRY INSTITUTE, INC.,

Washington, D. C.

## WHO? WHY? HOW? WHERE?

**WHO?** The National Poultry Institute, Inc., was formed by leading practical poultry men who are actively engaged in the industry in various parts of the country, and by former poultry specialists of the United States Government Department of Agriculture, who are now organized for the purpose of furthering this work—for *GREATER SERVICE*.

### Officers

D. LINCOLN ORR, *President*.

GEO. W. HACKETT, *First Vice President*.

ARTHUR A. PETERS, *Second Vice President*.

JOS. WM. KINGHORNE, *Secretary-Treasurer and Managing Director*.

ELISHA HANSON, *Member Board of Directors*.

### Advisory Board

ALBERT ANGELL, JR.

ED. L. HAYES.

GEO. A. BELL.

F. W. KAZMEIER.

HARLEY L. WILLIAMS.

You will readily understand, after you consider the personnel of this great organization, that The National Poultry Institute is really *NATIONAL*.

**WHY?** Why have these nationally known men organized this Institution? Each of them has made a success in the Poultry Industry, and yet why do they give their time and energy to this work. It is a long story, made short: *SERVICE*.

*STRONGLY BANDED* together; pooling their interests, their experience, their knowledge, their energy and their resources, they are enabled to render to the country—to the poultry industry at large—to the farmer, the commercial poultryman, the townsman or the city man or woman, *TO YOU*, a real practical *SERVICE*. A service is offered you by this group of successful poultrymen which is a thousandfold greater than any one of them, alone, could give, and a hundred times greater than any existing educational body could give on the subject of raising poultry for profit.

*When a man wants an education in any line he looks about for the best possible source; the best school that can train him, and he wants to know WHY that school is the best. You have the answer here. The National Poultry Institute is the best school for Poultry, and the reason, as given above, is plain. The answer is SERVICE.*

**HOW?** By telling you what to do; by seeing that you do it right, and by giving you every personal service necessary for your success. These men have written the most complete, most practical, and most modern treatment on Poultry Raising ever published; a Course which covers every branch of the industry, and many phases never brought out before; a Course which makes interesting reading; fascinating, simple, clear and to the point. *BUT THAT IS NOT ALL.*

This is not a book-selling, nor text-book affair.

Text books are all right in their place; we use books of various kinds; we use charts, plans, designs, schedules and illustrations. These are used for the purpose of conveying, vividly and impressively, the knowledge we want you to absorb; they are used for your study, for your reference, and for your records; they are used to show you the actual standard varieties, special characteristics, color, size and shape of poultry; housing plants, feeding outfits, incubating and brooding equipment, and hundreds of other things. *BUT THAT IS ONLY THE BEGINNING.*

*The Big Idea Behind This Institution is SERVICE.* Having finished the *COURSE*; having "filled up" on the subject, *you have made up your mind* what to do. You may have a poultry farm now, or only a small flock, or you may have never owned a chick. No matter! You want some noticeable results from your Course; you want to raise poultry *FOR PROFIT*, and you expect action. Perhaps you wish to make changes in your present flock, your housing; or you want to make a start and be "dead sure" you are right. It is here that we come in with our *PERSONAL SERVICE*.

*PERSONAL SERVICE.* There is no branch of the Poultry Industry that is not covered by the course; everything is clear and easy to understand; it was written to be read—by anyone—if you can read a newspaper you can read this course; *BUT, getting down to your personal needs*, your own flock—this is where our personal service is worth more to you than the small cost of the course. Our officers will send you personal letters in response to yours; they will tell you what you should do in the particular case you write about. The advice our officers will give you will be worth a great deal, as it will help you to avoid mistakes, and will assure you of success. As long as you wish you may write our officers about your poultry problems as freely and as fully as you write to any friend, and we will be just as fully frank and clear, and as sympathetic as your best friend could be—because by the time you have completed the course we shall have become the best of friends. You see, *SERVICE* is uppermost in our minds, and it is this service which fortifies us in our assurance that *YOU CAN RAISE POULTRY FOR PROFIT.*

**WHERE?** The Headquarters of The National Poultry Institute are at Washington, D. C., the capital of the Nation, headquarters of our great national Government. Washington is recognized as the greatest educational center of the country, as well as headquarters for general livestock and poultry development. The fact that the United States Department of Agriculture is located in Washington, and that our President, and Secretary-Treasurer and Managing Director, and several members of our Advisory Board, were connected with this great department in poultry work, gives us a decided advantage in keeping before you the latest developments of poultry investigations and experimental work.

*WASHINGTON, D. C.*, is the most practical place for a National Institution, as well as for an International one. And this Institution is International, too. One of the most travelled men, familiar with poultry raising in European countries, is in charge of our Foreign Department.

## THE MEN BEHIND THE INSTITUTE

When you have read the short biographies of these poultry experts you will fully realize that The National Poultry Institute is built upon the solid rock foundation of EXPERIENCE and KNOWLEDGE.

### D. LINCOLN ORR

President of the National Poultry Institute, Inc., Secretary, Treasurer and Manager of The Madison Square Garden Poultry Show, The Greatest Poultry Show in the World. Former President and Secretary of The American Poultry Association, Former Poultry Specialist in United States Department of Agriculture. In addition to the many positions Mr. Orr has held, he is well known to Poultrymen all over the United States. For forty years he has made a specialty of poultry feeds; he is an authority on this subject; he has bred nearly every variety of the American class of poultry, as well as Bantams, Ducks and Geese.

Among modern, and old-time poultry folks, Mr. Orr stands high; they know that he would never approve of overdrawing the possibilities of poultry raising, but that he has always maintained, as he does now, that *Poultry will pay* those who are willing to work, and to learn how.

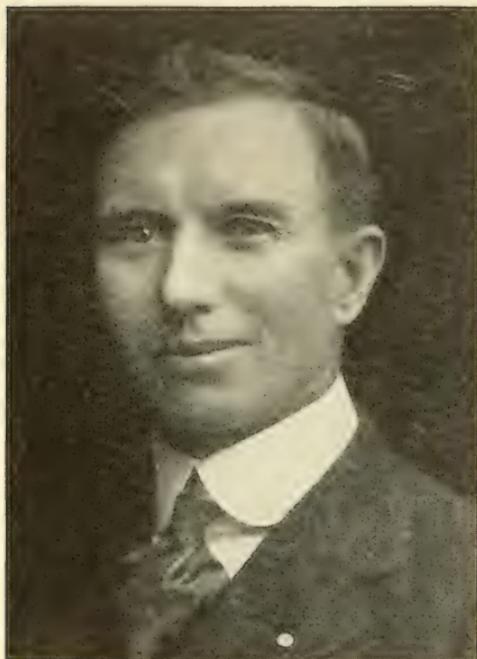
When Mr. Orr was on the poultry staff of the United States Department of Agriculture, he had charge of Government poultry work in the district consisting of the States of Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Mississippi and Florida, and during that time he made hundreds of friends throughout that section by his practical advice and direction of poultry affairs.

Speaking of Mr. Orr's management of the great Madison Square Garden Poultry Show, Mr. O. R. Ernst, in the "Rhode Island Red Journal" of March, 1920, said:

"It seems that there is no way to give fitting credit to the management, credit that is of real merit, for this year's great effort \* \* \* D. Lincoln Orr must be given mountains of credit for this greatest of all Garden shows."

Mr. GRANT M. CURTIS, Editor Reliable Poultry Journal, said:

"It was consistent and in line with progress that a man of such exceptional experience and unquestioned integrity, as Mr. Orr, who during all his active life has been a stanch breeder and champion of standard-bred fowl, should be chosen for the position as Secretary, Treasurer and Manager of the Madison Square Garden Poultry Show. For a life-time Mr. Orr has bred, exhibited and worked for standard-bred fowls."



**George W. Hackett**  
Minneapolis, Minn.

First Vice President, The National Poultry Institute, Inc., Secretary of the Judges' Section, American Poultry Association, President, Hackett-Hayes-Stanfield Company, Former Government Poultry Specialist.

For twenty-five years Mr. Hackett has been a breeder and exhibitor of standard-bred poultry; he served nine years as an extension poultry specialist of the University of Wisconsin; three years as Superintendent of the State Fair Poultry Department; Assembled Wisconsin's Poultry Exhibit for the Panama-Pacific International Exposition at San Francisco; won several prizes at that great exhibition with birds of his own breeding. He served two years as Poultry Specialist

for the United States Department of Agriculture, with headquarters at Kansas City, Missouri, and during that time he travelled throughout the middle west giving personal help and advice to thousands of poultry raisers in Oklahoma, Kansas, Nebraska, North Dakota, South Dakota, Iowa, Minnesota and Wisconsin. He directed the Boys and Girls Poultry Clubs in these States, and in this work he rendered great service to backyard poultry keepers, poultrymen, and farmers.

Referring to Mr. Hackett's resignation from the Government service Dr. W. A. Lippincott, in charge of the Poultry Department, Kansas Agricultural College, said, "I feel that this section of the country is losing one of its best poultrymen in extension work." Prof. H. A. Bittenbender, Chief of the Poultry Department, Iowa College of Agriculture, said, "The poultrymen of Iowa, and I dare say, in all the States in which you have worked, will regret to learn that you are leaving the Government Service." Prof. Jas. G. Halpin, in charge of the Poultry Department of the Wisconsin University, said, "We knew you would make a success of your work in Wisconsin and she is proud of you. Your counsels were always wise and your good services have meant much to the improvement of poultry conditions."

Mr. Hackett has always insisted that the poultry industry should be founded on a solid basis of economic production, and that the future of the industry depends on combining standard quality with high production. As in the case of Mr. Orr and the other officers and directors of this school Mr. Hackett has been active in all poultry organizations.

**Arthur A. Peters**  
Portland, Ore.

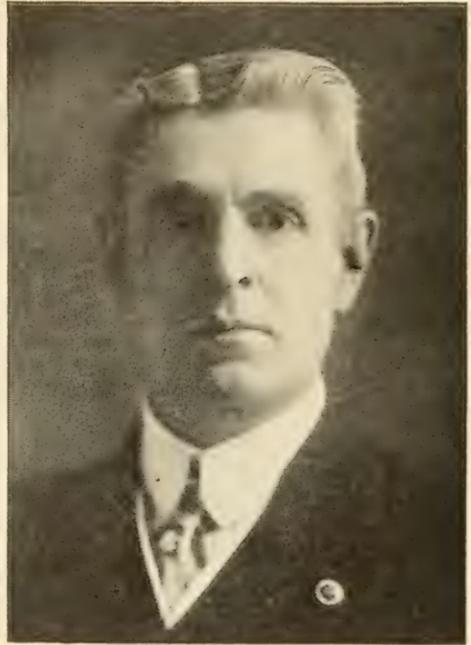
Second Vice President, National Poultry Institute, Former Vice President, American Poultry Association, Former Poultry Specialist, United States Department of Agriculture, Former President, Colorado Poultry Breeders Association.

As in the case of our other officers Mr. Peters is a man of National Reputation, as a Poultry Expert. He will be remembered for his industrious activities during the War, in the Rocky Mountain and Pacific Coast States, in helping poultry producers to cull their flocks for greater production.

Although a native of Illinois, Mr. Peters, in 1895, located in Denver, Colo., where he remained for a number of years, and during that time he devoted most of his efforts to the breeding of White Plymouth Rocks which were bred and recognized as splendid exhibition fowls, and heavy egg producers. For many years "Peters' Bred-to-Lay White Rocks were known from coast to coast. Soon after locating in Denver, Mr. Peters became President of the Colorado Poultry Breeders' Association, and when the Colorado Branch of the American Poultry Association was formed, Mr. Peters was made President of that Branch. He was also elected Vice President of the American Poultry Association in 1914.

In 1917 Mr. Peters was called to the Government service as a Poultry Specialist and served as district representative of the Government, with headquarters at Los Angeles, Calif. His district consisted of the States of New Mexico, Arizona, California, Nevada, Colorado, Idaho, Utah, Montana, Washington and Oregon, and it was during this time that he secured a wonderful grasp of poultry conditions in the Rocky Mountain and Pacific Coast States as well as the Southwest territory. There is, perhaps, no one in the United States who is so thoroughly familiar with poultry conditions in that section, as Mr. Peters.

As Second Vice President of The National Poultry Institute, Mr. Peters is playing a great part in the nation-wide service of this institution.





**Jos. Wm. Kinghorne**  
Washington, D. C.

Secretary, Treasurer and Managing Director of The National Poultry Institute, Member of the American Poultry Association, American Association of Instructors and Investigators in Poultry Husbandry, National Capital Poultry and Pigeon Association, Former Poultry Specialist United States Department of Agriculture.

For over eight years Mr. Kinghorne was a poultry specialist in the Federal Department of Agriculture and took an active part in the development of the poultry industry, working in close cooperation with Mr. Harry M. Lamon, Senior Poultryman of that Department. During Mr. Kinghorne's service the Government Poultry extension

work grew from one man to a staff of seventy-five men located in thirty-eight States.

Mr. Kinghorne is a graduate of Maryland University with the degree of Bachelor of Science in Agriculture. He was the first man to organize poultry clubs under Government supervision, and is today recognized as one of the leading poultry educators, writers and lecturers in this country. He has traveled in practically every State in the Union and in Canada, studying poultry conditions and rendering a definite service to the poultry industry.

Mr. Edward Brown, F. L. S., one of the world's greatest poultry authorities and President of the International Association of Poultry Instructors and Investigators, London, England, said, "I have had several opportunities of noting Mr. Kinghorne's knowledge of the Poultry Industry and his wide grasp of its possibilities, both Commercial lines and as a branch of Farm Livestock. I was much impressed with his power of organization and the personal factor which is so important in administration. His training and earnest study of the subject has prepared him for rendering important service."

Mr. Frank L. Platt, Editor of the American Poultry Journal, said, "It was my privilege to be associated with Mr. Kinghorne during the War in carrying out the increased production campaign of the United States Department of Agriculture. From an intimate acquaintance I have a very high opinion of his ability as an organizer and his ability both as a writer and lecturer to impart poultry knowledge to others. He is well informed on poultry conditions in all sections of the country and is familiar with the problems and opportunities of poultry keepers generally."

**Elisha Hanson**  
Washington, D. C.

Member of Board of Directors, National Poultry Institute; President of the National Capital Poultry and Pigeon Association.

Mr. Hanson has been engaged as a poultry breeder for many years. The first branch of the industry in which he became interested was that of breeding pigeons, in which he has made a remarkable success. Later, he developed a wonderful flock of Rhode Island Reds.

Although a native of Illinois, Mr. Hanson has been in Washington since 1911. From that time until 1917 he was a correspondent for the Chicago Tribune. In 1917 he resigned from this position to become Secretary to Senator Medill McCormick, of Illinois. In this capacity he travelled

in Europe during the summer of 1917, where he spent several months studying economic and war conditions. While in England he had an opportunity to visit a number of poultry breeders, and he came back to America with much information concerning the methods that British breeders used in the improvement of their stock.

For the past year Mr. Hanson has been President of the National Capital Poultry and Pigeon Association, in which work he takes a keen and active interest. He is also a member of the Rhode Island Red Club of America, and of the American Poultry Association.

Mr. Hanson is probably best known as a writer. His work with the Chicago Tribune gained him a place in the journalistic field, and while he was doing that he was a contributor to various poultry magazines. An example of his ability as a poultry writer can be cited in the case of an article that appeared in Everybody's Magazine in 1915, in which Mr. Hanson created a sensation by his description of the methods he used in poultry breeding; the article made an appeal to thousands of readers for the reason that it gave them information that they never had before.

Mr. Hanson's good offices are at the service of students of The National Poultry Institute.



## ADVISORY BOARD

When you take up this course you will have behind you, ready to SERVE, and to help you, the greatest organization ever formed for practical, intensive, and thorough poultry instruction.



**Ed. L. Hayes**

Aberdeen, South Dakota

Vice President American Poultry Assoc.; Member Advisory Board, National Poultry Institute; Poultry Editor, The Dakota Farmer; Pres. of The Northwest Turkey Breeders' Assoc.; Pres. the South Dakota Poultry Breeders' Assoc.

Poultry keepers in the Northwest, particularly in Wyoming, Montana, North and South Dakota and Minnesota, know of the good work Mr. Hayes has performed in the Poultry Industry. He has charge of the poultry department of "The Dakota Farmer," and has made a record in breeding many standard varieties. He has a wide reputation as a Poultry Judge and Lecturer, and has played a prominent part in the organizing of a large number

of poultry associations. Northwest poultrymen swear by Mr. Hayes. He has been and is a big factor in helping them improve their poultry conditions. He also has a splendid record as poultry specialist for the U. S. Department of Agriculture.

**Capt. George A. Bell**

Washington, D. C.

Member Advisory Board, National Poultry Institute; former Poultry Specialist, and former Assistant Chief Animal Husbandry Division, Department of Agriculture. Member of American Legion.

The greater part of Capt. Bell's college expenses were paid from his flock of poultry. He graduated from Cornell University with degree of Bachelor of Science in Agriculture, but his practical poultry experience began before he was twelve years old, on his father's 400-acre farm. Capt. Bell has served in the Department of Agriculture continuously since 1905, with the exception of two years in military service. He is not only familiar with poultry conditions in all parts of our country, but has spent several months in foreign countries as representative of the U. S. Government; he has visited Belgium, France, Great Britain, Holland and Italy, studying poultry and live stock conditions. Capt. Bell's wide experience has given him a remarkably wide scope; his store of poultry knowledge is marvelous.





### Harley L. Williams Baton Rouge, La.

Member Advisory Board of National Poultry Institute; in charge poultry work of the University of Louisiana; former Poultry Specialist U. S. Department of Agriculture; Sec. Louisiana Poultry Breeders' Asso.; Supt. Poultry Department, Louisiana and Mississippi State Fair Associations.

Mr. Williams knows the South; he has made his greatest successes there, and is thoroughly familiar with conditions governing the poultry industry in the Southern States. He was a trained and successful engineer, but the "poultry fever" got him and he started a poultry plant on a "live or die—sink or swim" basis. *He lived.* During his eight years on this

poultry farm he produced to market age over 1,000 head of stock annually in addition to doing a splendid business in day-old chicks and hatching eggs. In December, 1917, Mr. Williams' services were sought by the U. S. Department of Agriculture as a poultry specialist, being placed in the State of Mississippi, where he took charge of the poultry work. Mr. Williams is now in charge of the Poultry Department at the Louisiana State University.

### F. W. Kazmeier

#### College Station, Texas

Member Advisory Board of National Poultry Institute; Instructor in Poultry Husbandry, Agricultural College of Texas; Associate Editor, "Texas Farm Poultry;" former Assistant in Poultry Department at Cornell University.

For six years Mr. Kazmeier has owned a 5,000-hen poultry plant, making a large net profit yearly. He was also manager of a large poultry farm at Monroe, N. Y.; President of The Premier Poultry Show—largest show in the South; Sec.-Treas. Texas Poultry Breeders' Association; General Manager The Bryan Hatchery, capacity 20,000 eggs; Editor three poultry bulletins; life member American Poultry Association; Texas Poultry, Butter and Egg Association, and Member International Assoc. of Instructors, Investigators in Poultry Husbandry; has reared over 60,000 head of chicks; judged over 100 poultry shows; given more than a thousand poultry lectures. Just think what it means to you to have men of such education, experience and ability, as members of the Advisory Board of the National Poultry Institute, interested in your success.





**Albert Angell, Jr.**  
Chicago, Ill.

Member Advisory Board, National Poultry Institute; Nationally known Feed Specialist and Breeder. Member of The American Poultry Association.

Mr. Angell developed the "chicken fever" almost before he could walk. At 18, Mr. Angell accepted a position as manager of a 1,000-hen plant and ran it successfully for one year, when he resigned to go into the same line of business for himself. He learned in the early days of his experience in managing poultry that there is "more in feed than in the breed." Being convinced of the importance of proper feeding formulæ, he has made an exhaustive study of this

subject for the past 18 years. He has traveled extensively throughout the poultry sections of the country—visiting plants, delivering lectures and becoming acquainted with expert feeders. At present Mr. Angell is Poultry Feed Expert and head of the Poultry Department of The Quaker Oats Company, Chicago, which position he has held for the past three years.

Additional members of the Advisory Board consist of George Burgott, Lawtons, N. Y.; John C. Kriner, Stettlersville, Pa.; Frank H. Davey, Vineyard Haven, Mass., all of whom act in an advisory capacity in our Judging and Breeding Course. Our Turkey and Guinea Specialist is Mr. Andrew S. Weiant.

### WHAT DO YOU THINK?

You have read the records of our Officers and Advisory Board. What do you think about them? Were we not correct, in the beginning, in saying that this organization represents the most practical, most successful, and most experienced aggregation of men ever banded together for the advancement of Poultry interests—for poultry education? You will readily understand our enthusiasm.

Would you know more? Just drop a line to any reliable poultry magazine and ask the editor what he knows about any or all of these men. He will confirm what we have told you here, and more.

### MAKE UP YOUR MIND

We have told you of the opportunities in the poultry business; we have shown how we can help you to success; how you can raise poultry for profit; we have proven our ability to teach you, and we have pledged ourselves to give you PERSONAL SERVICE, not only the thorough instruction contained in the course, but the individual service for your particular needs; it does not matter how small, or how large your facilities, we can, and will help you. Never was there such a time for action as this. Get into the poultry field NOW, while the industry is thriving; raise chicks, eat your own eggs, your own poultry meat; enjoy the fruits of your labor; have the satisfaction of producing something—the most admirable object in life.

## THE COURSE

As the Course covers every branch of the Poultry Industry, and is very thorough, we can only give here a brief outline of each lesson. Read it. The Course is arranged in order; it carries you step by step from the beginning up; it is written in clear easily-read type, on good paper; the illustrations and plans are the best that can be had, and many were made especially for this Course.

The style and the arrangement of the text makes an interesting and fascinating study; it is absolutely NEW and ORIGINAL with us, and the most complete treatment of the Poultry industry published, and you may be sure, FROM THE MEN BEHIND IT, that it is GOOD.

THERE ARE TWO DIVISIONS: "POULTRY FARMING COURSE" and "JUDGING AND BREEDING COURSE."

## POULTRY FARMING COURSE

### THE ORIGINAL

Lessons 1 and 2. *OPPORTUNITIES IN POULTRY KEEPING.* These lessons show you the great possibilities and the opportunities open to you in every branch of poultry raising, and marketing. The nature and extent of various features of the industry are described, with the methods by which greatest profits are secured. If you are a beginner, these lessons will show you just how to start, what steps to take, and in what direction. If you are already in the work, the lessons will point out ways for you to expand, to specialize and to develop your flock—for profit.

Lessons 3 and 4. *PLANNING AND LOCATING THE POULTRY PLANT.* For the beginner, and established poultryman. These lessons tell you how to select the right kind of a place, guard you against unfortunate locations; tell you about soils, how the climate and lay of the land influences method and cost of construction of houses; shows you how to plan and lay out the plant, how to build it to save

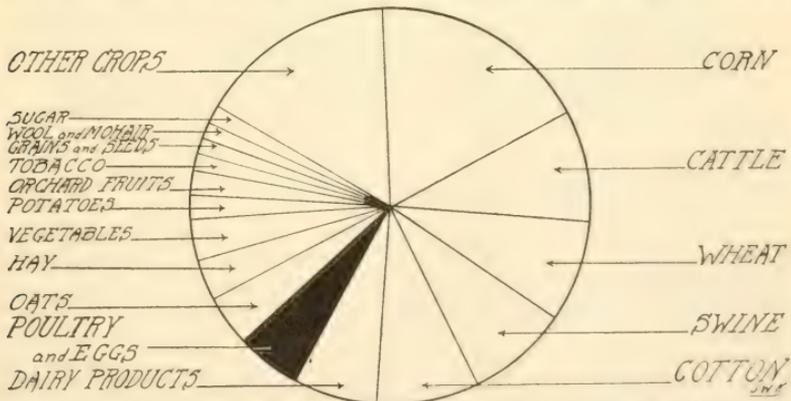
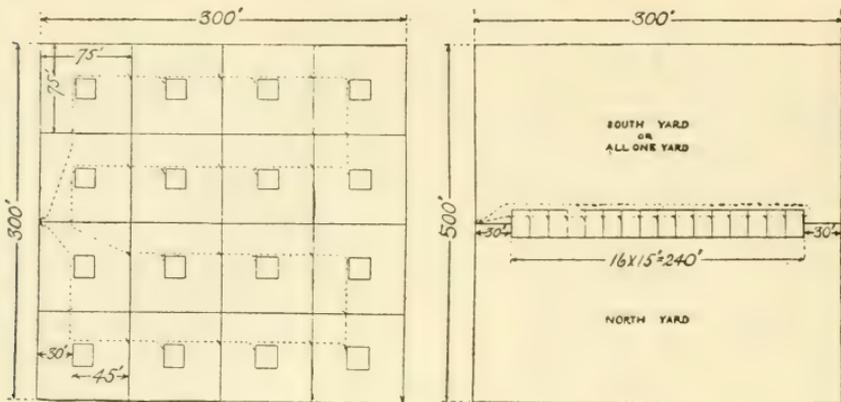


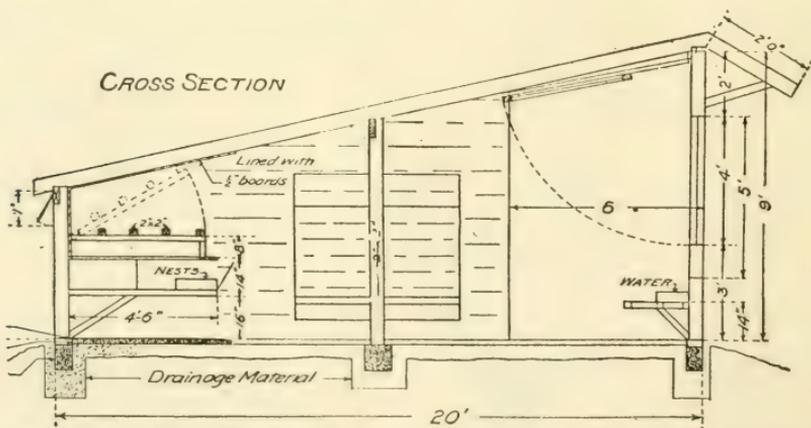
Diagram Showing the Value of Poultry Sold as Compared With Other Important Farm Crops.



These Lessons Not Only Tell You How to Plan and Locate the Poultry Houses But by Means of Such Diagrams as this We Show You How to Lay Out the Poultry Plant.

labor and time. Established poultrymen will find much that is new and valuable in these lessons; they will find plans for the most modern and practical poultry plants. The lessons show you how to make your buildings best suited and comfortable for the fowls, so you may get more eggs, especially in winter.

Lessons 5 and 6. *POULTRY HOUSES AND EQUIPMENT*. One of the most valuable features of the Course. These lessons tell you how to lay out the foundation for the poultry house; the kind of house to build for your particular needs; best time to build; kind of materials to use; how to order lumber; how to build foundations and



This is But One of the 45 Illustrations Shown in These Two Lessons Alone Showing in Detail Plans and Specifications for the Erection of Poultry Buildings and Equipment to Meet Every Possible Condition in Any Section of the Country.

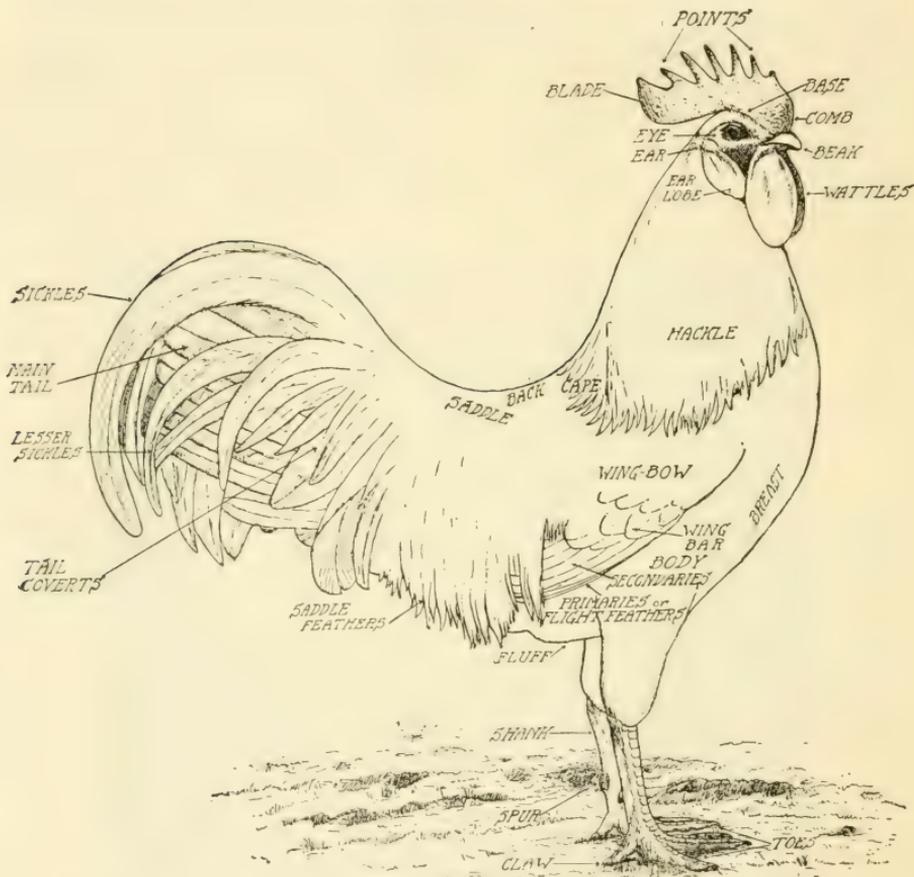
floors; how to plan for ventilation; plans and bills of material for many different types of houses. How to remodel an unsatisfactory house; what equipment to use; how to arrange the interior equipment; how to economize on space, and how to build for *results*. This lesson contains over 45 illustrations and plans.

Lessons 7 and 8. *BREEDS AND VARIETIES OF POULTRY*. "Which is the best breed of fowls for my purpose?" This is a question that is most frequently asked. The subject of breeds and vari-



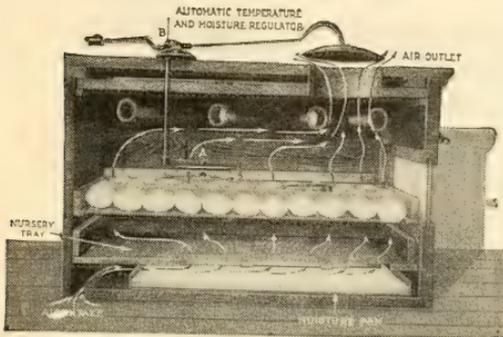
The Best Illustrations Obtainable. Actual Photographs of Living Birds, Have Been Secured to Illustrate the Lessons on Breeds and Varieties.

eties of poultry is so definitely and thoroughly discussed in these two lessons that you can readily decide which is the best for your purpose. We take up fully the origin and classification of poultry, how to select the breed you need, the advantages of standard-bred fowls over mongrels and every point connected with this important phase of poultry keeping. Do you know that it costs no more to feed and house standard-bred poultry than it does mongrels, and that standard-bred fowls will bring you far greater returns? These and many other vital points are covered in the course.



Before Taking Up the Principles and Practice of Breeding Poultry the Student is Made Thoroughly Familiar With the Names and Locations of the Body Parts of the Fowl. This is But One of the Many Descriptive Illustrations Contained in These Lessons.

Lessons 9 and 10. *POULTRY SELECTION AND BREEDING.* One of the most important branches of poultry raising. Selection of the right birds for breeding is essential to success. These lessons tell you valuable facts about breeding; about reproduction; how to mate for best results; how to breed for egg production; how to breed for size, health and vigor, and—for profit. What to do with the male bird before saving eggs for hatching; how many females to put with a male; how to get good fertile eggs and strong vigorous chicks. The lessons discuss such problems as immature breeding stock; breeders of low vitality; insufficient range for exercise; lack of proper feed; too many females in proportion to male, and every essential necessary to insure productive, healthy fowls and to prevent such losses as

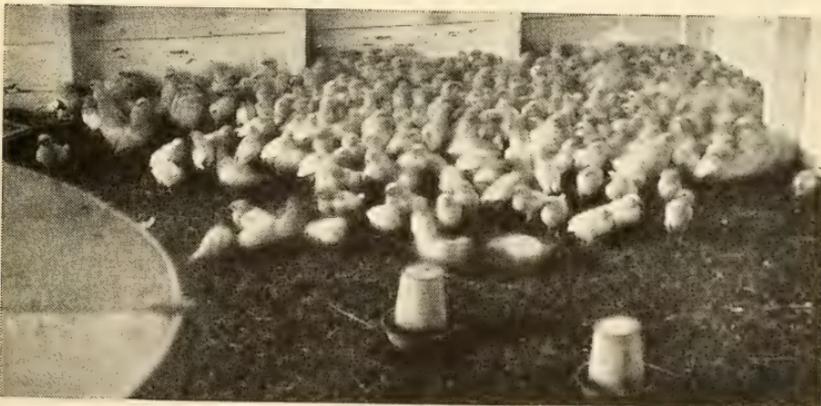


These Lessons on Incubation are Most Profusely Illustrated, Giving Diagrams and Illustrations Showing the Construction and Working Parts of the Standard Types of Incubators.

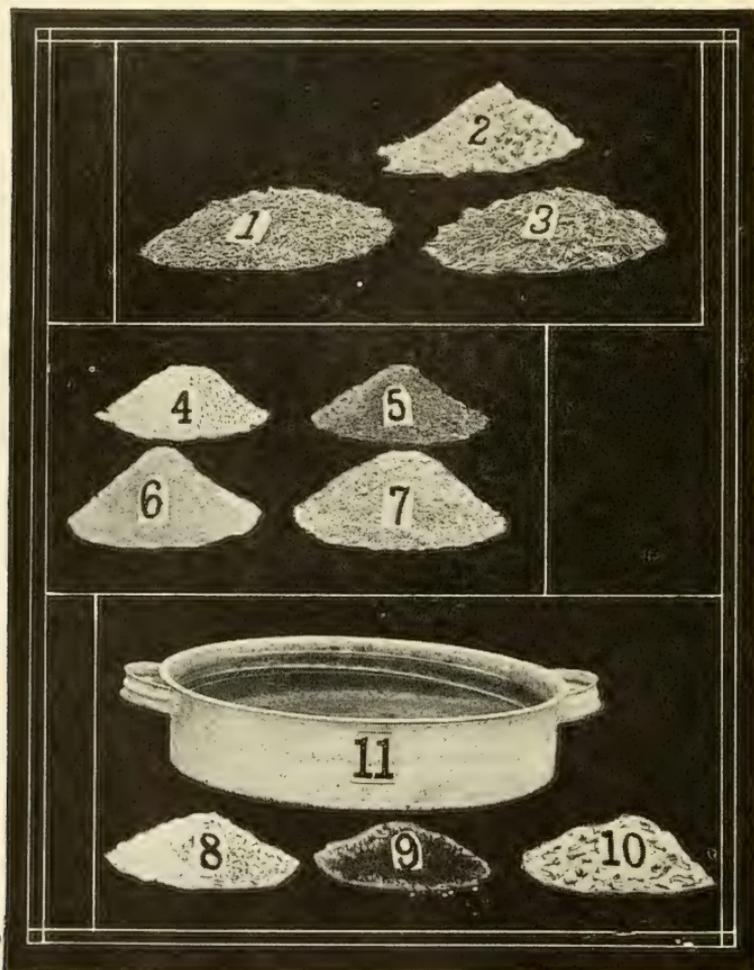
how to select the right kind of eggs for hatching, the best time of the year to hatch, how to set a hen and manage her, the kind of hens to set. You are told how to select the right kind of an incubator and how to operate it successfully, and we show you the construction as well as the operation of various kinds of incubators and how and why all kinds of incubators can not be operated alike. These lessons not only cover small incubators and those heated by kerosene, but we give you full and sound practical advice on mammoth incubators as well, and incubators that are heated by gas, coal and electricity. No phase of incubation is left uncovered. We tell you how you can pay for your incubator in a short time by hatching eggs for your neighbors. We tell you how to prevent chicks from dying in the shell, how to test eggs, and many facts that you should know about ventilation and moisture heretofore unpublished. These lessons deserve special

chicks dying in the shell. These lessons alone are worth the price of the course.

Lessons 11 and 12. *NATURAL AND ARTIFICIAL INCUBATION.* Successful incubation is the foundation of the poultry business. Unless you know how to hatch strong healthy chicks you will not have strong, healthy and profitable layers. We cover this subject in such a practical way that your incubation problems will be solved. You will know



The Crowding of Chicks in the Brooder is a Serious and Costly Practice. These Lessons Tell You How Such Trouble Can be Easily Prevented.



**SUITABLE FEEDS FOR POULTRY.**

1, Wheat; 2, Cracked Corn; 3, Oats; 4, Corn Meal; 5, Meat Scrap; 6, Middlings; 7, Bran; 8, Grit; 9, Charcoal; 10, Oyster Shell; 11, Water.

attention; they are complete, thorough, practical, plain and easy to read; they show you how to hatch a chick from every hatchable egg.

Lessons 13 and 14. *NATURAL AND ARTIFICIAL BROODING.* The most modern and successful methods of brooding chicks are thoroughly explained to you in these two lessons. How to select the right kind of a brooder and the size of the brooding equipment that you will need for your flock. How to brood chicks with hens; how to construct and operate fireless brooders; how to prevent bowel trouble in chicks; how to prevent chicks from crowding in the brooder; how

to meet any unexpected situation, and many ideas about brooder management that only practical poultrymen who have brooded thousands of chicks can tell you about. These lessons as well as the others in these courses are wonderfully illustrated with drawings, diagrams, and illustrations, showing the working parts of portable brooders, oil and coal burning brooders of various types and makes. These lessons are the most modern, the most practical and complete lessons on the subject ever published. The chick losses that you will save in one season will more than pay for the small price of this course.

Lessons 15 and 16. *HOW TO FEED POULTRY*. In the matter of Feeding we have laid great stress. We have specialized on this subject, and have developed facts worth money to any poultry raiser. The practical results of the work done at the Government Poultry Farm, and other experimental poultry farms are of immense value; no dry theory here; nothing but hard facts—practical, proven methods. The lessons tell you how to feed chicks to make them grow and keep growing; how to feed so your stock will mature early and lay early; how to balance your rations; how to mix your feed; how to buy and when to feed commercial feeds and how to feed with economy. These lessons are the most complete of their kind ever published. The big item of expense in Poultry is *FEED*. We show you how to feed for profit.



Hens Working Overtime for the Man Who Knows How to Get Eggs When Prices are High. (See Page 29—How to Use Artificial Lights for Winter Egg Production.)

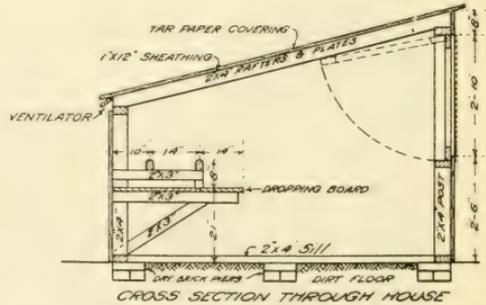
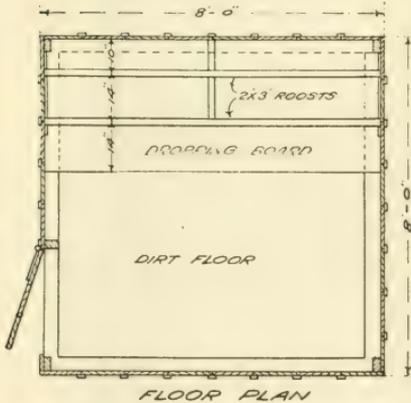
Lesson 17. *FEEDING AND MANAGEMENT FOR EGG PRODUCTION.* The big money end of the poultry business is in winter eggs. Almost anyone can get eggs in the spring, but we show you how to get eggs in the winter when prices are high. There are big profits in winter eggs. We give you tested rations that you can feed no matter in what part of the country you live or what grains you have available. We not only give you the best methods of feeding, but tell you how much to feed to get the most eggs. Our feeding rations have been prepared to meet conditions and such available feeds as are found in all parts of the United States and Canada. The following is one of the many rations given in this practical course. Try feeding this ration to your hens for several weeks and note the effect that it will have on increased egg production:

**Dry Mash Ration**

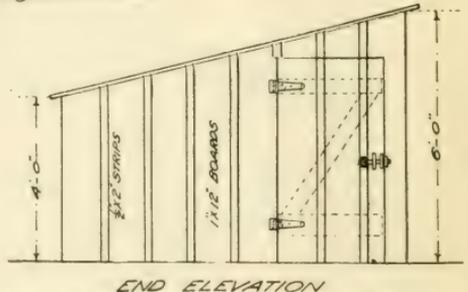
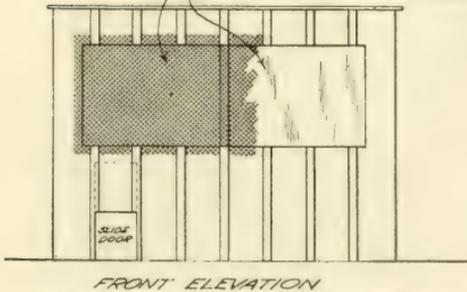
- 2 pounds corn meal or barley meal,
- 1 pound of bran,
- 1 pound of middlings,
- 1 pound of meat or fish scrap.

**Grain Ration**

- 2 pounds cracked corn,
- 1 pound oats,
- 1 pound wheat or barley.



*Poultry wire on outside, 3" mesh  
Muslin curtain on wood frame, hinged on inside.*



One of the Several Plans Given in These Lessons Showing How You Can Easily and Cheaply Build a Suitable Backyard House.



This is But One of a Series of Illustrations Contained in These Lessons Showing in Detail How to Select the Good Producer and Cull the Unprofitable Hens Accurately. These Fowls as Shown Have Been Killed and Dressed to Show Exactly How to Measure the Distance Between the Pelvic Bones and the Keel Bone.

**METHOD OF FEEDING.** Feed the grain mixture in a straw litter in the morning and evening. Scatter as much feed in the litter in the morning as the hens will eat up clean in half an hour. In the evening increase this amount so that the fowls will have full crops to meet the body requirements during the night. Thirteen hens of the American and English breeds will consume about one quart of scratch feed a day, while the same amount of feed will usually prove sufficient for 16 hens of the smaller breeds such as the Leghorns. The day mash should be fed in an open hopper to which the fowls will have constant access. (Our lessons on appliances show how you can easily make satisfactory hoppers for this purpose.) In addition feed such green feed as sprouted oats, or mangel beets, cabbage, or kale to the fowls at noon. Provide a supply of grit, charcoal and oystershell in an open box or hopper, and be sure to see that the birds have a constant supply of drinking water. In cold weather it pays to take the chill off the water. As to how this can be done easily by anyone is thoroughly explained, together with all the principles and practices of feeding in these valuable lessons. We give you definite and complete instructions as to the amount to feed, the kinds of feeds best suited to your conditions and when and how to feed for results.

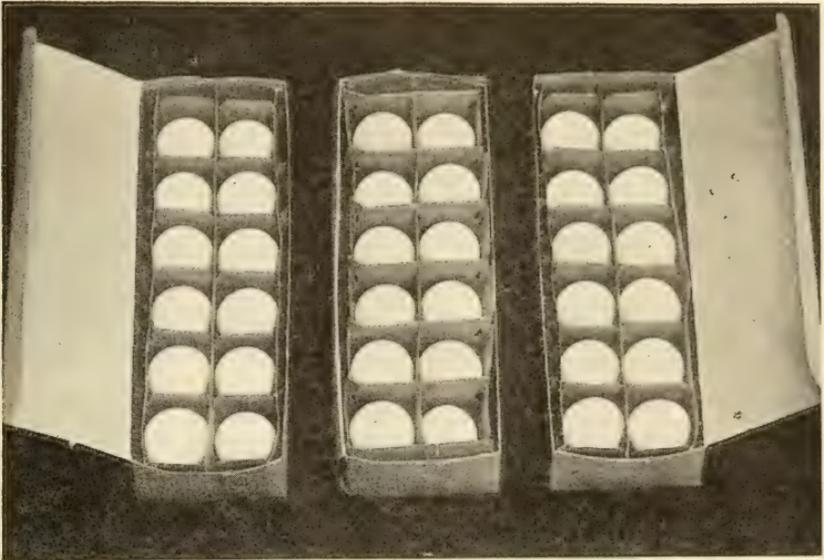
**Lesson 18. HOW TO USE ARTIFICIAL LIGHTS FOR WINTER EGG PRODUCTION.** This is the most up-to-date information ever published on the subject. The use of artificial lights to increase egg production in the fall and winter has proven to be one of the greatest discoveries in the poultry world in recent years. These lessons tell

you how to get as many eggs from your flock in the fall and winter as they would lay normally in the spring, and we tell how *YOU* can do this, no matter where you live or how large or small your plant is. If you do not have electric current on your place we tell you how you can accomplish the same results with other forms of artificial lights. We tell you when to start using lights, and how to start, how to feed when using lights, how and when to use lights on your breeding pen to get strong fertility in hatching eggs, how to bring the late hatched pullets into laying by the use of lights, and how to keep them, as well as your other hens and pullets, laying throughout the winter when eggs are high. The information in this lesson alone will enable you to double your profits.

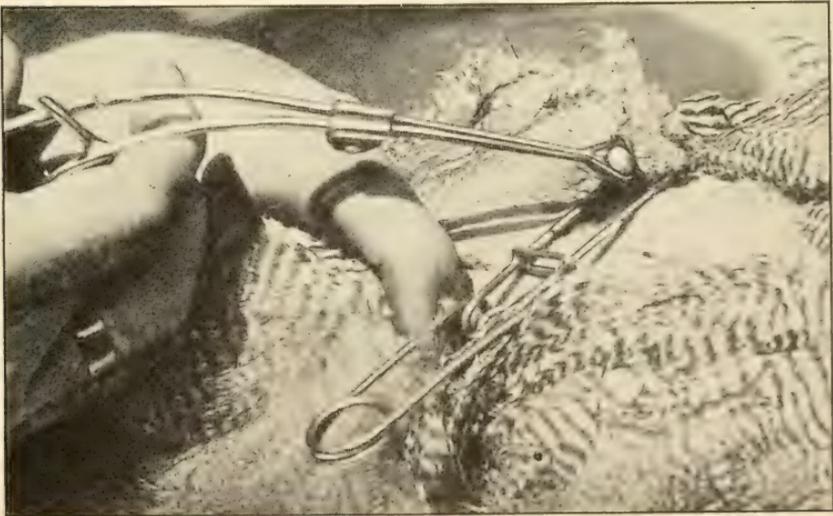
Lessons 19 and 20. *BACKYARD POULTRY KEEPING.* Backyard poultry keeping deserves special attention. In these lessons the beginner is shown how to plan for his flock; there are various elements entering into backyard poultry keeping which means success or failure. To get the most out of the yard you must *know* what to do; there must be no guess work; these lessons will explain every step, simply and clearly; they tell you the kind of poultry best suited for your yard; how to house, and how to feed; how the backyard poultry keeper can use artificial light and practically double egg production; how much space to allow per bird; how table scraps and kitchen waste may be used to supplement regular feed; how to produce eggs for your home table at low cost, and how to grow *real worth while* chicken meat



Showing the Correct Way to Apply Sodium Flurid for Lice.



**Uniform, Fresh, Infertile Eggs Bring the Highest Prices. The Market Poultry and Egg Business as Well as Caponizing is Covered Completely in These Lessons.**



**Every Step in Caponizing is Clearly Shown by Numerous Illustrations.**



**A Successful Commercial Duck Farm. In Addition These Lessons Show the Correct Types and Markings of the Standard Breeds of Ducks and Geese Together With Valuable Illustrations That Help You Visualize and Understand the Subject Perfectly.**

for your Sunday dinner. In short, these lessons will show you how to make your backyard *pay a profit*.

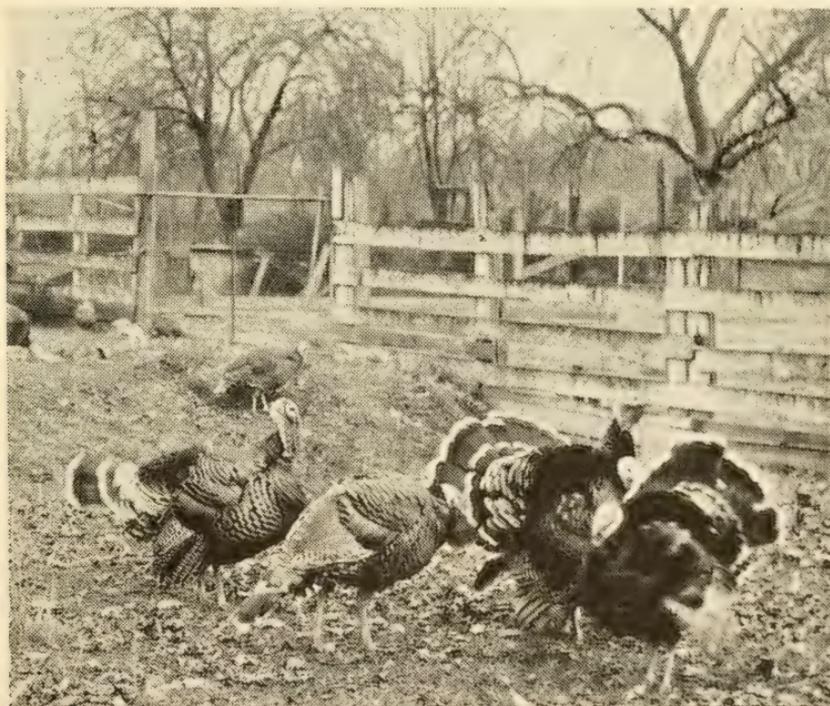
Lessons 21 and 22. **CULLING FOR INCREASED EGG PRODUCTION.** Another great achievement in poultry production is the science of being able to pick out the poor layers or unprofitable hens, and to determine the profitable layers. These lessons are the last word on the subject. They are so complete, so practical, and so definite that in a short while and with a little practice you can pick out your poor producing hens with the skill of an expert. This is a phase of poultry keeping that will mean dollars and cents to you. We can show you how to pick out from one-third to one-half of your layers and still get as many eggs from the remainder as you did from the whole flock. This also cuts down your feed bill, which means lower cost of production and more **PROFIT**. We show you, section by section, with many photographs taken especially for this purpose, how to readily distinguish between good and poor layers. This we teach you to do quickly and accurately. We have demonstrated our methods to thousands of poultry raisers and they have saved money and made more money by our advice.

**A Suggestion for Culling.** As soon as you have time look over some of your fowls carefully, keeping in mind the following suggestions that are only briefly given here: Good layers should have the following characteristics: They should be in good condition of flesh, good health, alert and active. They should not have molted before September, but should just be starting to molt by the last of September or October. Good layers molt late. Comb will be waxy, and red in color. Eye bright and prominent. Pelvic bones (these being on either side of the vent) should be thin, flexible and with a spread of more than two fingers' width. The smaller breeds, such as the Leghorns, should show a spread of three or more fingers between the pelvic bones and keel bone, and the larger breeds four or more fingers between these bones. The abdomen should be soft and flexible. The

vent large, moist and expanded. Breeds having yellow skin and shanks should show a fading out of color in the shanks, around the vent, and on the beak of hens that are profitable producers. Hens that do not conform to this description are poor producers. Put your poultry plant on a business basis and know what hens are paying. Get the benefit of the knowledge and experience of the world's greatest poultrymen and know all that is to be known about this and every other phase of poultry keeping.

Lessons 23 and 24. *HOW TO PREVENT OR CONTROL POULTRY DISEASES.* Prevention of diseases means much to success. It saves time, worry and expense. These lessons tell you how to prevent roup, canker, cholera, limberneck, chicken pox, blackhead, worms and such vices as egg-eating, feather pulling, toe picking and other bad habits. We tell you how to cure any sickness which may develop; not theories, but practical methods—the same methods we have used with great success; they are worth dollars to poultry keepers.

Try this remedy as a preventive of white diarrhea: Zinc sulphocarbonate, 15 grains; sodium sulphocarbonate,  $7\frac{1}{2}$  grains; calcium sulphocarbonate,  $7\frac{1}{2}$  grains; bichloride of mercury, 6 grains, and citric acid, 3 grains. (Sure to bring good results.) This quantity should



**There is Big Money in Turkeys. Let Us Show You How the National Fowl Can Make Money for You.**

be placed in one gallon of drinking water and kept before the chicks constantly until they are four weeks old. During this time they should not have access to any other water. This prescription, in powder form, can be filled by any drug store. The amount as given above represents one dose; have the druggist put it up in a number of doses of one package each. This is but one of the many remedies given in these lessons.

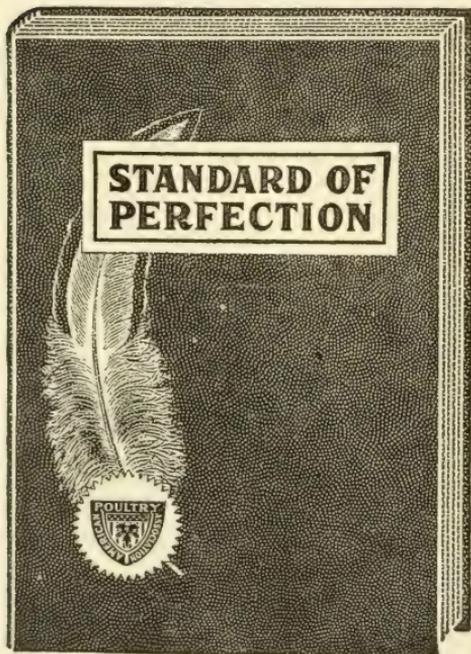
Lessons 25 and 26. *HOW TO GET RID OF LICE, MITES AND OTHER PESTS.* Do you know how to get rid of mites, lice, head lice

on chicks, sticktight fleas, ticks or blue bugs? Do you know how easily you can free your flock from these pests? The lessons on this subject are the latest, and most authentic; they give valuable information; facts which are worth dollars to every poultry raiser. Of course, insect pests are small things, but it is the attention given the little things that makes for success, and it is the little things that we watch; we overlook no phase of poultry raising, from the smallest to the largest, and it is for this reason that we are so confident of your success—that we guarantee it, providing you follow our advice.

Lessons 27 and 28. *HOW AND WHERE TO MARKET POULTRY AND EGGS.* To get best results from poultry you must know how to market your products, and where. Our *MARKET* lessons are the most practical and most modern ever published. These lessons are in great demand by poultry producers, farmers, and all who make a *BUSINESS* of poultry. Our practical

experience in marketing poultry products will be set forth for your great profit. The lessons tell you how to select, grade and pack market eggs for the best prices; how to market by parcel post, and build up a profitable trade.

*HOW TO MARKET HENS, COCKERELS, BROILERS, DAY-OLD CHICKS, HATCHING EGGS, BREEDING STOCK and CAPONS.* How market birds should be killed, and picked; how to fatten for market. Everything you should know about marketing poultry—for *PROFIT*.



The American Standard of Perfection is the Authorized Guide for the Judging of All Standard Breeds of Poultry. This Book Together With Our Supplement is Furnished Without Additional Charge to All Students Taking the Judging and Breeding Course.

Lesson 29. *CAPONIZING, AND HOW TO DO IT.* Many poultry raisers consider Caponizing a mystery. This lesson takes all the mystery out of it; makes the subject plain and simple, and explains every operation in such a way that you may proceed at once and transform surplus cockerels into profit producing Capons. Every step in the operation of caponizing is clearly shown by many illustrations, of which the one shown on Page 31 is an example. Capons bring high prices; double that which you would receive for the cockerel; there is "big money" in Capons, and we tell you how to "get it." By the time

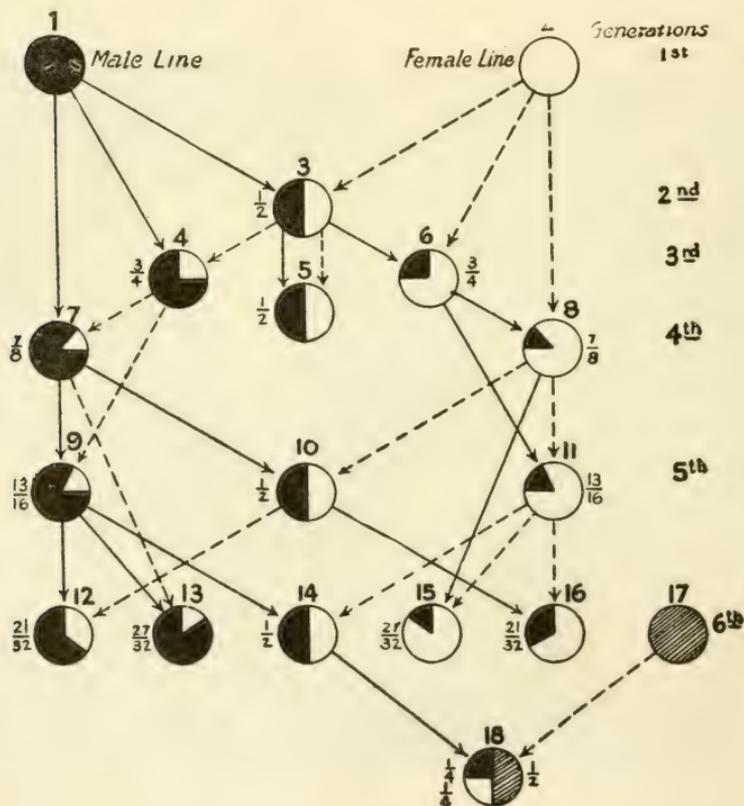


The Knowledge and Experience of the Most Successful Judges in America are Given You in These Lessons, Which With the Aid of Many Such Descriptive Illustrations as This Show You How to Become a Successful Judge.

you have completed this lesson you will have become an expert—a real practical poultry expert, and will be in a position to make additional money caponizing, for your neighbors.

Lesson 30 and 31. *POULTRY KEEPING AS A BUSINESS.* The Big End of the poultry business is the *BUSINESS* end. The selling end. The money end. You must know how and where you are making, or losing money; what breeds pay you most; why; what branch pays you most—eggs, meat, day-old chicks, exhibition stock, breeders, eggs

for hatching, or custom hatching—why, and how. These lessons tell you how to arrange your accounts so you can tell “where you stand,” so you can make changes where changes mean money. The system we give you has been tried and tested. These lessons also tell you about advertising; how, when and where to advertise for results. How you can make the world your open market. Distance is no handicap



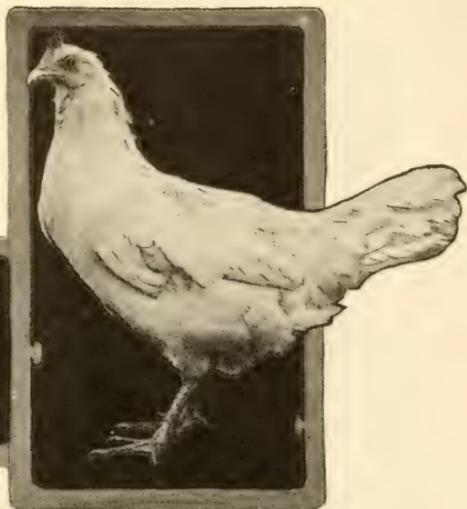
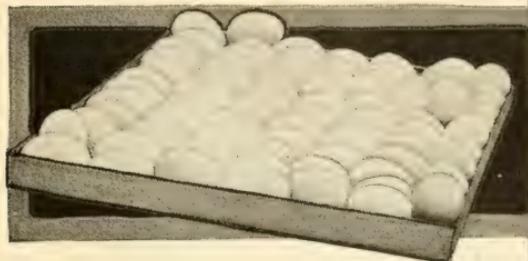
Line Breeding as Well as All Other Breeding Practices are Clearly Explained. This Chart With its Explanation Reduces Line Breeding to Simple Terms So You Can Easily Practice it With Your Birds.

to the poultry producer. *POULTRY KEEPING AS A BUSINESS* is treated in these lessons in the most complete and thorough manner ever published.

Lessons 32 and 33. *HOW TO RAISE DUCKS AND GEESE*. Ducks and Geese pay; they pay well. But you must know how to raise them; how to handle them; how to feed; how to hatch and how to

brood them. In these lessons we tell you all about ducks and geese, with beautiful illustrations. The lessons treat the subject of Geese and Ducks in a clear, interesting and thorough manner.

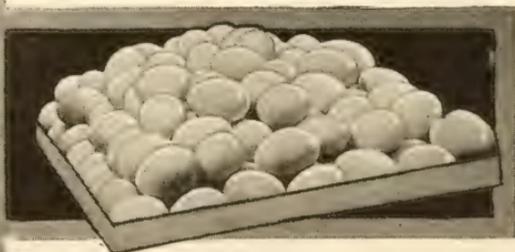
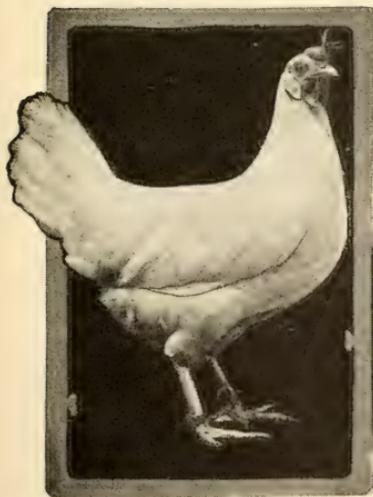
Lessons 34, 35 and 36. *HOW TO RAISE TURKEYS, GUINEAS,*



An Unprofitable Producer.

*SQUABS, AND PEAFAWL.* These lessons alone are worth more than the price of the course. They tell you how to raise the great American fowl—the Turkey, and how to get *money* for your efforts. The hatching, brooding, feeding, housing, and caring of Turkeys, Guineas, Squabs and Peafowl, are thoroughly treated in these three lessons. Most successful methods are given, and facts are published which will enable you to specialize on any of these, *WITH PROFIT.*

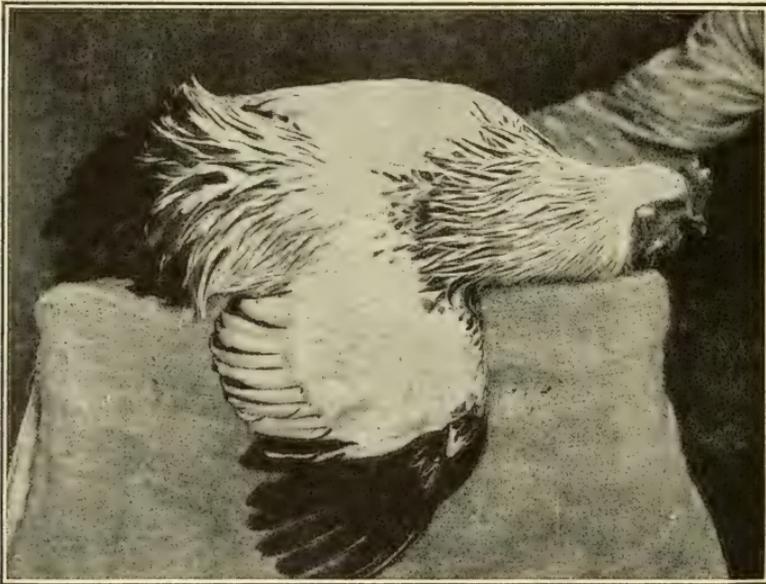
A “coming” branch of the poultry industry is the Guinea Fowl. Watch this bird; it is a payer. Guinea Fowls are easy to raise if you know how; they are popular, and the demand for them for table use is growing rapidly. They are replacing quail and pheasants in many of our large hotels—and fancy prices are being paid for them.



A Profitable Producer. Which Kind Do You Raise?

*SQUABS* pay, too. We tell you *HOW TO RAISE SQUABS FOR PROFIT*, and if you follow our advice on this subject alone, and raised squabs according to our directions, and personal guidance you would make more than a hundred times the small cost of the course.

*PEAFOWL* raising offers much to the lover of the beautiful. The beauty of peafowl, alone, is an incentive to their production—but much money is made from these birds by those who specialize, and who know how. The demand for peafowl is much greater than the supply. We tell you how to do it.



This is But One of the 95 Illustrations Shown in Our Breeding Lessons. No Expense Has Been Spared to Make These Lessons Clear, Practical and Easy to Master.

### THE POULTRY FARMING COURSE

You have just read a brief outline of the contents of this great course. Space will not permit a greater description, but you are assured that every possible problem, and every phase of the poultry industry has been treated in a clear, readable and interesting style.

*ILLUSTRATIONS.* The complete course contains *hundreds* of illustrations. Every standard breed, and many new ones, are shown in beautiful pictures. Houses, farms, plans, of every description are shown. In fact, if you were not to read any of the text, but simply studied the original pictures and plans shown in the books you would learn more than you ever thought there was to know about poultry. The story told by our illustrations is greater and more forceful than hundreds of dry publications on the subject of poultry. The lessons teach you through the *eye* as well as through the brain.

## JUDGING AND BREEDING COURSE

### THE ORIGINAL

This Course teaches you how to Judge Poultry at Poultry Shows; how to become a Poultry Expert. It teaches you how to specialize on Standard Breeds; how to mate Standard-Bred Poultry for results; in fact, this Course is for the Poultry enthusiast who wants to make a life work of Poultry—as we have done.

The lessons in this course were written by men who have had more experience in judging and breeding poultry than any other similar group of men in the world. Would you like to know how such men as E. B. Thompson breeds his great Barred Plymouth Rocks? How Lester Tompkins breeds his famous Rhode Island Reds? How Maurice Delano breeds beautiful Buff Orpingtons? How H. Cecil Sheppard breeds his egg producing Anconas? How U. R. Fishel breeds White Plymouth Rocks? How Jas. Glasgow breeds White Wyandottes? How D. W. Young bred his famous White Leghorns? How Tarbox Bros. breed their Silver Laced Wyandottes? How Chas. Pape breeds S. C. Black Minorcas? How Harry M. Lamon, Senior Poultryman of the Department of Agriculture, of the United States, breeds for *EGG PRODUCTION*? How these and other great breeders *MATE AND BREED* for results? We know, and we tell you facts on Breeding, and facts for Judging, which are years ahead of the times; facts which have proved successful; results of our own. We *tell* you because we *know*; and we *KNOW* because we have performed. We offer no theories, no guess work; nothing but solid, hard facts.

Lessons 7 and 8. *BREEDS AND VARIETIES OF POULTRY*. Before going into this fascinating study we give you the history, origin and classification of all the Standard Breeds, and some *NEW BREEDS*. This information is necessary for your success as a *POULTRY JUDGE* or Special *BREEDER*. It will enable you to speak with authority on any breed; how they originated, and their usefulness. These lessons give you all the fine points; how to distinguish good from poor specimens; in fact, how to be an authority on Poultry. Naturally, this is a big job; you must study; but we show you illustrations and describe them in such a manner as to make the study most fascinating and interesting. It is good reading. No technical phrases, but simple, easily understood words. This lesson alone contains 49 illustrations.

Lessons 37 to 41. *THE AMERICAN STANDARD OF PERFECTION*. The American Standard of Perfection is the recognized guide and authority for the selection and judging of all standard breeds of poultry. A copy of this handsome volume is given to all students of the Judging and Breeding Course without charge. Our lessons enable you to put into practice the standard requirements mentioned in the "American Standard." All of the terms used in judging are clearly explained; judging by comparison, and by the score card system, are discussed; general disqualifications and standard requirements are treated with authority, and with interest.

These lessons show you how to master the standard requirements with the least effort; how to understand them; how to remember them, and how to put them into actual practice.

Lessons 42 and 43. *HOW TO BECOME A SUCCESSFUL POULTRY JUDGE. WELL TRAINED* Judges are always in demand. Mr. J. H. Drevenstedt, one of our foremost poultry judges, recently said: "What is the matter with the judging situation? We need more good judges and yet they seem to be as scarce as 'hen's teeth'." Poultry judges are needed at all poultry shows; and there are thousands of them—the number and importance of Poultry Shows is increasing each year.

*THE JUDGING COURSE* we offer is the most practical and complete course ever published on this subject. It was prepared by D. LINCOLN ORR, FRANK DAVEY, JOHN KREINER, GEORGE W. HACKETT, ED. L. HAYES, FRANK L. PLATT, GEORGE BURGOTT, JOHN D. JAQUINS and other eminent judges.

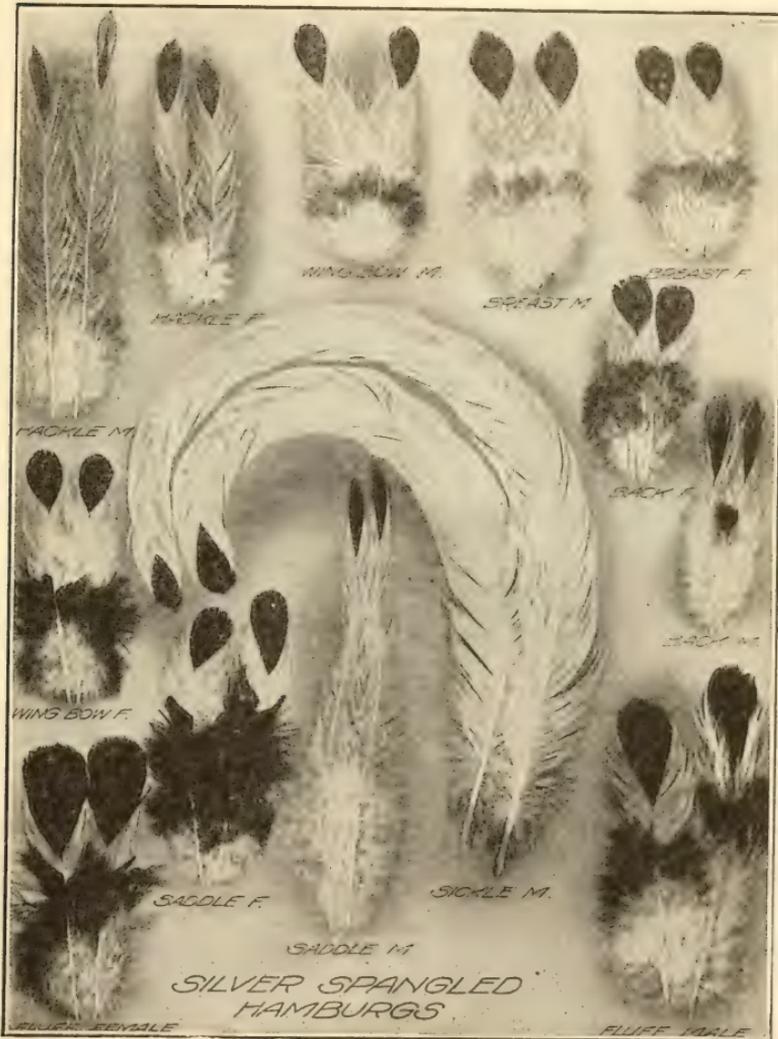
*THE JUDGING LESSONS* show you how to go over a class of fowls and *place* them right. We give you *REASONS* for decisions, so that when you Judge a show your reasons will satisfy all fair exhibitors; we show you how to decide ties and award sweepstake prizes; in fact *WE TELL YOU EVERYTHING YOU NEED TO KNOW* to become a Judge licensed by The American Poultry Association. Good Judges get good pay. As a Judge you will have opportunities to make money in spare time Judging Poultry Shows.

Lessons 44 and 45. *PRINCIPLES AND PRACTICE OF POULTRY BREEDING.* These lessons contain a complete discussion of the Principles and Practice of poultry breeding. They show you how to become a master breeder; how to become an authority on breeding. The lessons give you, in a clear and interesting way, all of the important points on breeding, such as variation, sports, inheritance, reversion, correlation, prepotency, and so forth. These principles are not only thoroughly explained, but you are shown how to select for Vigor; how to Inbreed, Line Breed and Out Breed; how to make single matings; double matings; when and how to stud mate. How and under what conditions you can or can not breed birds with defects and disqualifications. *A REVELATION.* These substantial facts are given you in a style which makes you read, and read—and forget meal-time. The lessons on Principles and Practice of Poultry Breeding, alone, are worth more than the cost of the whole course.

Lesson 46. *BREEDING FOR INCREASED PRODUCTION.* High egg production combined with standard breeding produces the *UTMOST* in poultry raising. Eggs from standard breeds bring fancy prices; and they should. *THE HIGHEST PRICES IN THE POULTRY BUSINESS ARE PAID FOR STANDARD BREEDS AND FOR HATCHING EGGS FROM SUCH BREEDS.* We tell you how high egg-production ability is inherited, and how to breed and select good layers from a flock that is not trap-nested. We show you how to trapnest and pedigree poultry, and how to breed from such tested stock.

Lessons 47, 48, 49. *THE MATING AND BREEDING OF ALL BREEDS OF THE AMERICAN, ASIATIC AND MEDITERRANEAN CLASSES.*

Lessons 50, 51, 52. THE MATING AND BREEDING OF ALL BREEDS OF THE ENGLISH, POLISH AND HAMBURG CLASSES.



One of the Many Feather Charts Contained in These Lessons Showing How Easy We Make It for You to Understand This Interesting Subject of Poultry Breeding.

Lessons 53, 54, 55. *THE MATING AND BREEDING OF ALL BREEDS OF THE CONTINENTAL, GAME AND GAME BANTAM CLASSES.*

Lesson 56. *THE MATING AND BREEDING OF ALL BREEDS OF THE BANTAM AND MISCELLANEOUS CLASSES.*

The information contained in these lessons has never before been available to the poultryman or student. These lessons represent years of study, experience and investigation. You are told how to mate and breed every standard variety. We tell you the breeding tendencies of every variety, what to look out for and guard against, defects that are inherited, how to offset defects and whether you should use the single or double mating and how such matings are actually made. These lessons as well as the others must be read to appreciate the great help and value they can be to you.

Lesson 57. *PREPARING AND CONDITIONING FOWLS FOR THE SHOW.* This lesson is most important. You may have beautiful and well-bred fowls, but you must know how to prepare and groom them for the show. Often we hear judges remark, "That bird would most probably have been placed and would have won had it been properly conditioned." Our lessons show you how to prepare and condition your birds for the show, how to ship them; how to care for them while at the show and after. How to properly clean the feet and shanks, the kind of fowls that should be washed and how to wash them; how the plumage can be bleached and cleaned so as to place your fowls in the show room to the best advantage; how to train fowls for the show. In fact, these lessons tell you all that you should know in order to *WIN PRIZES WITH YOUR BIRDS.*

Lesson 58. *POULTRY ORGANIZATIONS, ASSOCIATIONS AND SHOWS.* After having trained you in the most successful and practical methods of poultry raising, we show you how to become a leader in poultry affairs in your own town, city, county or State. We tell you how to organize poultry associations and clubs and what to do to get your neighbor poultrymen interested in such associations. This means much to you—especially if you go in for the business end of poultry production. Popularity counts in this business as well as in any other. You can organize egg-laying contests and poultry shows with great profit to yourself and the members of your clubs or associations.

In other words, there is no phase, no part or branch of the poultry business but that we give you completely. These courses *ARE* complete and up-to-date in every particular, and furthermore they are interesting. The knowledge and experience of the nation's *GREATEST POULTRY AUTHORITIES* have been combined which, together with our *personal service*, will make you a poultry *AUTHORITY*, if you will follow our instructions and let us show you how.

### TIME TO COMPLETE THE COURSE

The length of time it will take you to complete the course depends upon you. If you give it one hour a day you should complete it in from three to six months. We place no limit on the time for the

reason that after you enroll you are a lifetime member of our Institute, and are privileged to call on us for personal advice on any particular poultry problem you may have, whether on a large or small scale. Therefore, time is not so important. Rather, thoroughness is what we insist on. We show you what to do and we expect you to follow our methods to raise poultry *for profit*.



**Raising Squabs is a Profitable Business in Itself. This Cut Shows One Way of Telling When a Squab is Ready for Market.**

## DIPLOMA

Graduates of our school will receive our Beautiful Diploma. The merit of this Diploma, however, is not in its beauty. It will mean much to you for the reason that students who have finished the Course will have acquired a practical knowledge of poultry raising that will be worth much. The Diploma will only be given to those who *COMPLETE* the course and who show that they have mastered the lessons contained therein. In this way the Diploma will have great weight with the large Universities, Poultry Shows, County and State Fair Secretaries, and others who require the services of Poultry specialists. Many poultry supply houses, also, require trained poultrymen, and our Diploma will receive due recognition from them.

## ADVANTAGES OF CORRESPONDENCE STUDY

The advantages of study by correspondence have been fully demonstrated; millions of successful people have graduated from special correspondence schools, but *POULTRY RAISING IS ESPECIALLY ADAPTED TO TEACHING BY CORRESPONDENCE*.

You have your birds, you are close to them, and you meet the actual problems; you have our complete course, which tells you what to do; you put the advice to practical use on your own flock, so that you combine your correspondence study with the actual raising of poultry. *AND THEN*, our personal service continues; whenever you plan some new departure, such as a new incubator, a larger house, a larger plant, you will want to have expert advice, and we will give it to you *without cost*.

The late President Harper, of the University of Chicago, once said in part: "The work done by correspondence is even better than that done in the class room." On one occasion ex-President Roosevelt said: "I look upon instruction by mail as one of our most wonderful and phenomenal developments of the age."

*The tremendous advantage of our practical poultry course is the fact that it was written by practical and nationally known poultry authorities, whose services, or whose instruction, one could not, as an individual, afford to buy. The vast store of knowledge and the experience of the Officers and Advisory Board of the National Poultry Institute are now available to you at a very small cost. Considering the value you receive the cost is as nothing. Payments may be made in instalments if desired.*

*THIS COURSE* enables you to get the best instruction obtainable without interfering with your regular work, and on your own time. You are not hurried from lesson to lesson, but you can study during your spare time, in the comforts of your home. The lesson books are of a convenient size to place in your pocket for study while riding to and from the office, shop or factory. *FURTHER*, the course has been arranged so that you will be able to establish and operate your own plant at the earliest possible moment. *THE PROFIT YOU SECURE FROM YOUR FLOCK WILL HELP PAY FOR YOUR COURSE*. You should also bear in mind that the cost of this course, while it is the most complete and practical course published, is much

smaller than the cost of a course at a resident school, and here you have the additional advantage of putting our instructions to practical use on your own flock, and using your own time for study. Also, you have the continued and most valuable advantage of our personal *SERVICE*.

## POULTRY POSITIONS

There is a great field for the Poultry Specialist. All of the Feed and Poultry equipment manufacturers demand poultry experts; they can not get enough of the right kind of men, or women; the great colleges and universities demand teachers, lecturers and men and women who can teach others how to produce from poultry. *LARGE POULTRY PLANTS* in various parts of the United States need specialists in incubation, brooding, breeding, feeding, housing and other branches. As a business proposition for the man or woman who wishes to make a life work, there is nothing in agriculture as profitable as poultry. Your salary, in a poultry position will only be limited by your knowledge and ability—and we show you how to develop and increase that.

Poultry supply companies offer great openings for young men; so do many large department stores and farm supply houses, who want demonstrators and salesmen who know poultry. When you have mastered our complete course you can talk with *authority* on poultry.

*POSITIONS AS POULTRY JUDGES PAY BIG MONEY, AS ALSO DO SPECIAL JOBS AT CULLING AND CAPONIZING—* at so much per head. *There is no limit to the money making possibilities open to you when you have been trained according to our methods.*

*A POSITION FOR YOU IF YOU WANT IT.* We always advise folks to “go in” for themselves, and make their own profits, but for those who wish to specialize in one branch, and to get “in” with the right poultry plant, or supply house, we have organized a department for the sole purpose of getting positions of the *right kind* for our Graduates. While of course no reputable school will guarantee to get positions for anybody, we will guarantee to do what we can for students who master our Complete Course. And we can do, perhaps, more than any similar school in this line.

## INDEPENDENCE

*POULTRY* offers you an independent vocation. You may start in a small way, and by following our directions, gradually grow into a large poultry producer—and be independent. This is no idle dream. We say you *CAN* do it, and you *WILL* if you follow our advice. Whether you are a man or a woman, in city, town or country, if you can get a piece of land on which to raise poultry the *POULTRY INDUSTRY OFFERS YOU AN INDEPENDENT CAREER.* A college education is not necessary to success; we provide such knowledge that you need to Raise Poultry for Profit. Many of the greatest successes in commercial industries, in steel, oil, automobile or railroad fields, have been made by men who did not have a college educa-

tion *BUT WHO KNEW HOW TO PUT THE KNOWLEDGE OF OTHERS TO WORK FOR THEM.*

### NOW IS THE TIME

Never was there such an opportunity for the poultry raiser as now; the demand is far in excess of the supply; city people find it almost impossible to get good eggs at any price. *THE INDUSTRY IS GROWING SO FAST THAT POULTRY RAISERS WHO KNOW HOW ARE MAKING LARGE PROFITS.* Now is the time for you to make up your mind. We have been very frank with you; we have told you about our courses; about ourselves, and what we can and will do for you. Your future is before you. What shall it be? The time for you to decide is now; don't put it off; *DECIDE NOW.* Prompt decision is one of the characteristics of successful men. You know what we have to offer you; you know what great advantages there are for you in the poultry field, and you know that *POULTRY RAISING PAYS THOSE WHO KNOW HOW.* Now that you have decided, read our binding guarantee.

### OUR IRON-CLAD GUARANTEE

#### **YOUR MONEY BACK IF YOU ARE NOT SATISFIED.**

If, after completing our course you are not entirely satisfied with the instruction and service offered you by The National Poultry Institute, the Institute will refund you the full amount of the tuition paid. This is our iron-clad binding guarantee and is backed by every dollar of our school. **THERE ARE NO RESTRICTIONS ON THIS PLAIN, BINDING, MONEY-BACK GUARANTEE,** except that you apply for a refund, if you are not satisfied, within one week after the lessons have been satisfactorily completed. **THIS GUARANTEE APPLIES TO ALL STUDENTS WHETHER TUITION IS PAID IN CASH OR IN INSTALMENTS.** We know of no better way to prove our confidence in our ability to teach you How to Raise Poultry for Profit, as we would not dare make such a binding guarantee unless we were prepared to "prove up." In other words, **SERVICE** is the big idea behind The National Poultry Institute.

### THE COURSE—THE COST

When you consider the many, many years of work and experience, the vast store of practical poultry knowledge contained in our courses, the fact that the best illustrations obtainable have been secured to show you every important phase and step in poultry keeping, and the fact that this course represents the best that can be obtained, coming as it does from America's Greatest Poultrymen, you will realize that you can not afford to miss this opportunity.

**THE COST.** The low cost of these courses includes everything—all books, lessons, correction of questions, the privilege of our *PERSONAL SERVICE* to you indefinitely, and your diploma. There are no extras. The lesson books and all material furnished you remain your personal property. By using system and efficiency in our organization we have been able to keep the cost of the course down to a very low price considering the completeness of our instruction, the material contained in the lessons and our unlimited personal service to you.

Without the aid of this course it would cost you several hundred dollars and years of costly experience to acquire the practical knowledge necessary for success in poultry raising. When you consider that we *GUARANTEE TO TELL YOU HOW TO RAISE POULTRY FOR PROFIT*, the small cost of the course should be no reason for you to delay. In fact you can not afford to delay. Here is your opportunity, right now, and you should seize it *IMMEDIATELY*. Remember this is not an expense but an investment—one that will mean dollars and cents to you, one that will mean better health as well as independence. It will be the soundest and most profitable investment you ever made.

### THIS IS YOUR OPPORTUNITY

We have furnished you with positive statements concerning our school, our course and our ability to help you. We back these statements on our reputation as men and leaders in the poultry world. Furthermore our *MONEY BACK GUARANTEE* is your absolute protection.

We now await your enrollment. Do it *NOW*. Every day you delay this opportunity will mean time and money wasted. The time you spend filling in the enrollment blank will mean the beginning of your foundation to success, to larger profits and more income. Let us hear from you *TODAY*.

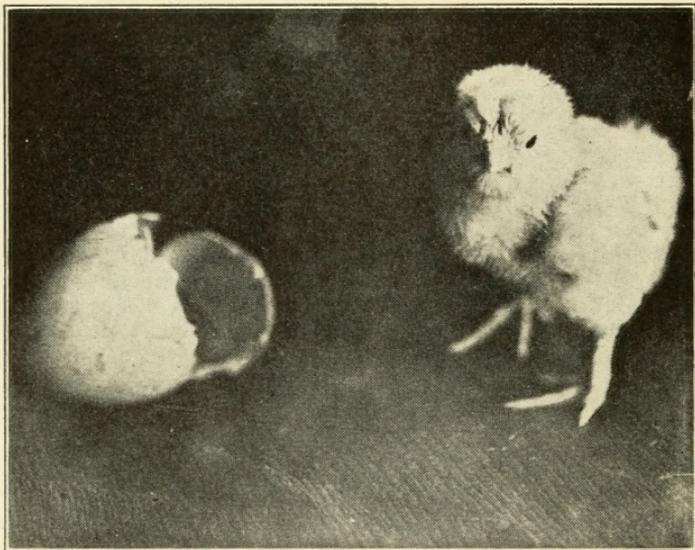
### HOW TO ENROLL

When you enroll with The National Poultry Institute you become permanently enrolled in our *PERSONAL SERVICE* department. Simply use the enrollment blank which accompanies this book, filling in all of the information called for, as this will enable us to give you our best service. Of course all our relations will be strictly confidential. Be sure to write your name and address clearly, so that there will be no delay in the mails when your lessons are sent to you.

Your personal check, a postoffice or express money order, or draft should be sent with your application. There are two rates, one for cash and the other for instalment payments. The instalment payments are arranged for your convenience in case you wish to take a little time in paying for the course, but if you can do so you should *TAKE ADVANTAGE OF THE SPECIAL CASH PRICE. YOU ARE FULLY PROTECTED BY OUR BINDING, MONEY-BACK GUARANTEE.*

Use the enrollment blank *NOW* while it is before you and send it today. Your first lessons will follow promptly by return mail.

Remember, we are at your service. *MAKE THE NATIONAL POULTRY INSTITUTE YOUR INSTITUTION.* This is your opportunity. *WE ARE WAITING TO HEAR FROM YOU. ACT NOW.*



The Baby Chick—One of the Beauties of Nature and the Hub of the Great Poultry Industry

Our aim is not to sell you poultry literature, but to teach you sound practical poultry methods by the tried and proven system of instruction as given in our courses. These lessons are absolutely **NEW** and **ORIGINAL** and can only be secured from The National Poultry Institute, Inc.

**D. LINCOLN ORR,**  
President.

**JOS. WM. KINGHORNE,**  
Sec. Treas., Managing Director

PRESS OF  
NATIONAL PUBLISHING COMPANY  
WASHINGTON, D. C.



## THIS IS WHAT YOU GET

As a student of The National Poultry Institute this is what you get:

1. The most practical, the most complete and the most systematic poultry course obtainable. A course that is rich in its instructive value, one that is comprehensive throughout, one that accomplishes the most effective results in making you a successful poultry keeper and one that was prepared by the best poultry authorities in the country.

2. The benefit of the latest and most up-to-date information on all new developments and methods in poultry keeping. This is made possible through our supplementary bulletin service. We keep in close touch with all forms of experimental poultry work as carried on by the State agricultural colleges, the United States Department of Agriculture, as well as by the best poultrymen in the country. Through this service our course is kept constantly up to date and you are kept constantly informed on all poultry developments.

3. You get the benefit of our special department which is devoted to sustaining the students interest and knowledge of the subject. Every lesson, every letter to students, the entire policy of the N. P. I. is carefully directed to this end. This is not only a matter of pride with us, but a profitable business policy. We know through long experience that well trained, satisfied, successful students are our most profitable business assets.

4. Our special service department considers your individual problems and needs. Your enrollment in the N. P. I. gives you the privilege of writing us personally relative to your individual problems or for advice or information for as long a period as you desire. Each of your letters receive careful and individual attention. This service alone is worth as much as the entire cost of our course.

5. We maintain an employment service department for the benefit of our students who, after completing our course, desire to obtain a position as a poultry manager or instructor. We are constantly receiving inquiries from owners of large farms and estates for competent poultrymen. Through this department we endeavor to locate you in a good paying position should you desire such employment.

6. Finally on completing our course we present you with a beautiful diploma. This is your certificate showing that you have successfully completed a most practical course of poultry instruction under recognized poultry authorities.

**THE NATIONAL POULTRY INSTITUTE, Inc.,**  
**Washington, D. C.**

LIBRARY OF CONGRESS



0 002 851 034 2