



“A LITTLE JOURNEY
AMONG ANCONAS”

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SHELVING

BY

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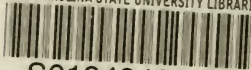


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A
Little Journey
Among
Anconas

By
H. Cecil Sheppard

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She Loves Anconas



Thoroughbred Anconas are eager layers—If you have a small flock of a dozen or more, you are pretty sure to find some of them “waiting at the nest” for their turn.

Dear Reader:

Every visit to a strange town, every trip through some well-organized factory, every interesting book you read, in fact every daily round of duties becomes one of many little journeys that make the sum total of life.

This is a side trip—a little journey among Anconas! Forget everything for the time being but these lively, vigorous, feathered beauties! Catch the contagion of their sprightly animation! Learn a lesson of thrift and perseverance from their habits of industry, both summer and winter! Satisfy your love of the beautiful in their contrasting colors, brilliant plumage and nobility of carriage.

In this Little Journey I have tried to tell the Ancona story without prejudice but with a great deal of enthusiasm, with careful attention to accuracy of facts, dates and details secured from historical sources and to all my observations upon my own personal experience.

I sincerely hope you enjoy the journey!

Cordially yours,

H. Cecil Sheppard.

President International Ancona Club.



In all of my sale literature I emphasize the superb vitality and the laying habit possessed by Anconas. Magnificent energy pictured in this snapshot is a good example of Ancona pep.

“Who Is This Man Sheppard?”

It would be quite natural if some of the readers of this book were to ask that question, although I think that any poultry raiser, whether he owns a half dozen of birds or several thousand, who has investigated the *leading* lines, will be not unfamiliar with my name and some of the facts regarding our organization down here at Berea.

But in fairness to you folks who will take this little journey among Anconas for the first time—and who haven't been informed as to our experience and success with Anconas—I am going to take the liberty of reprinting an article written by Earl Whitney, Poultry Editor of the Chicago Daily Examiner, and printed in the Sunday Chicago Examiner of March 10, 1918. I am sure this kind of a visit to the Sheppard Farm won't bore you—and it will serve to acquaint you with our wide experience, particularly with Anconas. See what Earl Whitney has to say about us—and then let's go on with our little journey!

Mr. Whitney Wrote

Despite the fact that it is a very small town as compared to its neighboring city, Cleveland, Berea, Ohio, is better known among poultrymen than Cleveland and many larger cities. Berea to the poultry fraternity means Anconas, for it is there that the world's greatest Ancona farm is located, and it is from Berea that thousands of these famous birds, as well as many thousand hatching eggs and baby chicks, are shipped to poultrymen in all sections of the country and many foreign lands.

H. Cecil Sheppard is the proprietor of this wonderful Ancona farm and the originator of "Sheppard's Famous Anconas," famous not only because of many years of unbeatable record at that greatest of all poultry exhibitions, Madison Square Garden, New York, but also because of their remarkable egg production qualities.

Houses 4,000 Layers

It was my privilege to visit this great farm recently and gain first hand information so valuable that my one regret is the lack of space that prevents giving the big Examiner poultry family detailed particulars of my observations. Were people able to personally inspect some of these big farms, the desire to raise chickens would be greater, perhaps, than is stirred up through all the campaigning and educational work that is being done. That was the effect upon the writer.

The recent visit to the nation's noted poultry farms resulted in his determination to some day be in the "same boat" with them, and the impression will always be with him that it is the one "ideal" life aside from the fact that it is a very remunerative business and one in which small fortunes have been made by individuals who had little or nothing with which to make their start.

Many thousands of Anconas grow to full size on Mr. Sheppard's farm each year, and something over 4,000 layers are kept throughout the entire year. Forty choice breeding pens have been mated this season, varying in number from fifteen to thirty birds each. All this in addition to many breeding flocks, numbering about 200 birds to each flock.

Thousands of eggs for hatching and thousands of baby chicks are sold each season. The incubator plant has a hatching capacity of 100,000 chicks for the season.

It is operated by gas. In fact, the farm has a water works and heating system of its own operated from its own gas well.

Anconas Great Layers

It would be difficult to find egg machines the equivalent of Anconas that have been scientifically bred for egg production as they are on Mr. Sheppard's plant. It is this great farm and its efficient proprietor that have made the Ancona immensely popular and placed it in the front ranks of the producing strains of pure bred poultry.

Two hundred egg records and higher in this plant are more the rule than the exception.

The poor layer is the exception, and in twelve years of careful breeding and selection Mr. Sheppard has perfected his laying strain to a degree that the poorest layers will run above the average of an ordinary flock.



Nothing Overlooked

One point that forms an excellent illustration of the "ingenuity" of the man behind this great breed is shown in the use made of waste space in an enormous barn which was on the farm when Mr. Sheppard bought it.

The barn is seventy five feet long, fifty feet wide and forty feet high. Originally there was but one floor—the ground floor. Mr. Sheppard set to work at once and put in three additional floors, making it a four-story barn, and filling it from top to bottom with Anconas. Everything in much the same way as this big barn is utilized to the fullest extent and for the purpose to which it is best adapted.

Even the large apple orchard contributes "its bit" to the welfare of Anconas. Here one will see twenty-five to thirty colony houses, each with a capacity of seventy-five two-month-old chicks. From the brooder house the chicks at the age of two months go to these colony houses and within thirty days desert the colony houses to roost in the apple trees.

About that time a new lot of chicks are ready for the colony houses, and so it goes on throughout the summer, until by fall they have all graduated to their places in the trees and are then ready for winter quarters.

Once a Back-Lotter

"Four Thousand, Two Hundred and Twenty-three Dollars in One Year on a Town Lot" is the title of a book by Mr. Sheppard, telling of his success twelve years ago on a lot in the suburbs of Cleveland. "I started with very little knowledge of the chicken business and very limited capital," he said.

"By using a little common sense I succeeded. Any other man could do the same. For the first five years I carried on the chicken business as a side line, for I was a traveling salesman. I soon discovered the returns from my side issue were much larger than my salary, so I resigned my place on the road and devoted my entire time to my chickens.

"Any man of average intelligence could do just as well, if not better. It is all a matter of going about it the right way. There is no reason why any city man should slave along year after year on a small salary when raising poultry pays so well."



Members of American Poultry Association visiting Sheppard's Ancona Farm. Artist Sewell of R. P. J. fame took the party unawares with his camera while they were having refreshments under the shade of the big oak.

System a Keynote

Mr. Sheppard conducts his business along such excellent systematic lines that it is safe to predict many a big business concern could learn points in systematizing through a study of his methods. One hundred letters is considered a small mail—more frequently inquiries run between 200 and 300 per day, and yet the replies go forward the same day upon which the inquiry is received.

"This, then, is a short description of a famous breed, a world renowned poultry farm and the man who has done much to uplift the industry and place it upon the plane of science, where intelligence and common sense are the chief factors of success.

To such men as Mr. Sheppard the poultry industry owes a debt that can never be paid. These big men of the industry are responsible for its great growth and development.

Certain it is that Mr. Sheppard introduced a new breed into this country, perfected it both in beauty and egg production, popularized it and then made good all his claims."

The "Ancona King"

FROM CLEVELAND DAILY LEADER

H. C. Sheppard, the "Ancona King," of Berea, has won enough blue ribbons to build a tent. He has by extreme patience brought this nifty breed to the front and made it immensely popular.

American Poultry Journal

By PRINCE T. WOODS, M. D.

Hot classes in both S. C. and R. C. Ancona classes. There were plenty of good birds in and out of the ribbons. H. Cecil Sheppard's first R. C. cockerel was **good all over**, and we had him out of the cage.

The Pittsburgh Dispatch

By J. LEONARD PFEUFFER, Poultry Editor

I just want to say that the Anconas are certainly becoming more popular each and every season. They can thank H. C. Sheppard for this, as I believe he is doing more for the Anconas than all other breeders put together. I have no doubt that the Anconas are doing a great deal for him also. Well, they are undoubtedly a very handsome fowl and when it comes to producing eggs and lots of them, they will take no back seat for any variety.

Origin of Anconas

I am well aware of the fact that breeders of other poultry refer to the mottled Ancona, in derision, as "the old speckled hen." I am not going to stop to defend the "old speckled hen"—although there is enough sentiment connected with her so that one could write a book on that subject. I gathered her eggs when I was a youngster—and probably you did too—"holding back" several dozen on Grandma along about Easter-time!

But if Anconas are speckled—or mottled, which is the right word to use—it is because they have been this way for many, many decades back in sunny Italy, from which country they originally came.

We are informed that in their own country, and in the province and city of Ancona, Italy, they are considered superior to other breeds as producers of eggs, in beauty and for the quality of meat. An examination of all available records gives no basis for the supposition that Anconas

are a patched up, manufactured strain. On the other hand, there are plenty of facts in poultry history to carry out my emphatic contention that Anconas were a separately defined breed of poultry twenty years before our own Civil War started.



Anconas originated on the Eastern Shore of Italy.

The first record we have of this remarkable breed, of course, comes from Ancona, which is a large maritime town of Italy, on the Adriatic Sea, 134 miles northeast of Rome. It is noted for its fine harbor adapted for building and repairing ships. It is said to have the finest marble arch in the world. Last, but not least, it is noted as being the original home of this great and noble breed of fowls. About half a decade before this town became a part of the Italian kingdom, Anconas were first introduced into England, in the year 1852, where they have gained great prominence. In about 1890 they were imported into America. They have made wonderful progress against the strong competition of other breeds.

The origin of the Ancona is not known definitely. There is a difference of opinion on this subject. Some claim one thing and some another. They probably originated from a cross between the Black Valdano and the common fowl of Italy. Some believe they were evolved through years of breeding by the peasants of Ancona. In Italy they are found in various colors, such as red, yellow and mottled.

Some Ancona History

I have before me what is called the "Poultry Book," compiled by a number of authorities. In this there is a quotation from the United States Consul of Belgium, dated in 1893, stating that "A company has been formed for egg-production in the Province of Liege, called the 'Societe Belge-Italienne,' for the purpose of importing hens from Italy which would lay throughout the winter. This company does a large business. It should be noted that the Italian fowls are chosen in preference to the English; they are shipped at Padua. In the transit, the mortality is only one per thousand."

I should like to comment, at this point, on two facts in that quotation. This company was formed for the express purpose of importing a special kind of hen (Anconas) from Italy which would "*lay throughout the winter.*" This is one of the outstanding characteristics of all worthy Anconas—they are supremely superior to other strains because of their exceptional industry even during the severest winter weather. They seem to thrive on hardship.

This may be due to the fact that the temperature varies tremendously in their native country—from below zero in some sections to 108° above only comparatively few miles distant.

The second fact I wish to emphasize is the low mortality rate in spite of the fact that these shipments were made under the crude conditions which existed back in 1893. This is undoubtedly due to the same hardy, vital characteristics which have won for Anconas their name of being great winter layers.

Another writer calls attention to the fact that it would have been a very easy matter, provided Anconas were a "manufactured" breed, to have called them "mottled leghorns"—simply adding another type to the leghorn family. I will admit that had this been done it would have removed a handicap by classing them with so well known and popular a family as the leghorn. The fact that no effort has been made to change their style distinction from Anconas to mottled leghorns, is pretty strong proof to me—were any required—that any doubts as to their origin are positively without justification.

Now I should like to read just a scrap or two from another book called "Origin and History of All Breeds of Poultry," which is recognized as an authority.

"The fact that Anconas are known under the head of the Spanish breeds does not indicate that they came originally from Spain. They were brought to that country from some point in the East, through the Mediterranean.

The above-mentioned book, speaking of the ideal Ancona, states: "In shape and form the standard requirements are the same as those of the leghorn. They are of the Spanish group, being somewhat larger than the leghorn. The plumage is beetle-green ground (almost a jet black), the feathers tipped with white, evenly mottled throughout, with no tendency to lacing. Shanks and toes yellow or yellow shaded or mottled with black. Wattles red, ear lobes white. They are non-setters, and exceedingly good layers."

In a few moments you are going to see how much like the foregoing standard requirements are the Anconas being raised by numerous breeders under present day conditions.

40 Degrees Below Zero

North Dakota.—From the original start of eggs that I purchased from you, my utility flock of 40 pullets laid during the month of February 435 eggs and there was not a day during February that the thermometer registered above 20 below zero here and about 10 days out of the month it was 40 below zero. These same 40 pullets produced 884 eggs in March and the first part of March was cold too. They did not hit their stride until the middle of March and after that I'll tell you they have been going some.—H. W.

It Was 20 Degrees Below Zero

Indiana.—Never in my life have I seen such busy chickens as the Anconas. I went out on the 4th of January and got my eggs just the same and it was 20 degrees below zero that morning, and I can hardly express myself how well pleased I am with them.—S. S. M.

408 Eggs In January

Indiana.—My 25 Ancona pullets laid 408 eggs in the month of January, the coldest month.—J. E. D.

Eggs All Winter!

Ohio.—I am well pleased with the Ancona. It makes me feel pretty good to get eggs all winter when my neighbors are not getting any.—C. W. K.

Extreme Cold Zero Weather

Ohio.—The fifty baby chicks arrived in splendid condition on July 17. We raised them all. They are laying fine. Began laying December 18. During the extreme cold zero weather the cold has no effect on them. One man told us we would not get any eggs before spring from these pullets. They surprised us all. Have tried several different breeds, but Anconas for us.—J. H. H.

A Wonderful Record

Maine.—I have six Ancona pullets and a cockerel hatched on July 12. They commenced laying the following December 27. I have averaged nearly five eggs every day from my six pullets. They have been laying at this rate since January 17 and are still going it. This is surely a wonderful record considering our very, very cold winters. It proves all you claim for the remarkable laying qualities of Sheppard's Famous Anconas.—W. N. C.

The Ideal Ancona—In Shape

There are two varieties of Anconas—Rose and Single Comb.

There is absolutely no difference between these varieties except in the comb itself. The Single Comb was the first to be imported to this country, and they are somewhat more spectacular in appearance—hence their greater popularity, but the Rose Comb are in favor wherever raised. It is a matter of personal preference—there isn't the slightest difference in their inherent good qualities, behavior nor beauty apart from the comb itself.



The true Ancona shape is similar to that of the leghorn, with the exception that the body is somewhat longer and deeper—built on a somewhat broader “wheel base,” so to speak. This feature gives them the advantage as egg producers. The male is very alert and presents a stunning figure in carriage. His neck is long and nicely arched, while the neck of the female is medium long and carried well up on the body. The breast is full, broad and carried well forward. The tail of the male bird is full and carried comparatively low, while the female’s tail is neat and carried well out.

The highest type of Ancona development is not characterized by the too perpendicular squirrel tail. This objection has yielded, like other

faults, to skillful breeding. We now have many beautiful males as well as females, with tails at an angle of about 45° —slightly lower if anything—which I consider ideal.

The diagrammatic comparison sketches the ideal Ancona shape with the parallelogram body as compared with the inefficient shape of the cockerel in the triangle. This parallelogram indicates the alert, vigorous body as compared with the weak, ill-supported triangular-shaped body.

It is not difficult to pick out a proud Ancona male bird: he carries himself in a lordly manner with all the dignity of a Senator. There is nothing drooping about him: his tail does not droop; nor do I advocate a drooping tail, as some critics have suggested. The tail that drags on the ground is fully as disadvantageous as the tail that sticks straight up, or nearly so, like the rear appendage of a common gray squirrel.

The English fancier, I sometimes think, has gone in more for developing freak points of the Anconas—which, of course, can be done with any breed of poultry. He has been breeding a comb with five to seven serrations, the blade following the lines of the neck.

On this point American breeders differ more than on any other. The ideal comb in this country has five serrations with the blade leaving the neck at the head and curving upward.

I consider the selection of a male bird very important, since this fowl is the basis of flock vitality and large egg production. You can distinguish the ideal Ancona bird by his full, deep breast, well rounded abdomen, powerful legs, set quite far apart, his broad, strong back, and here are some other points to look for.

Pick out a handsome fellow with a long back, slightly sloping downward to the tail, with no apparent angle—just a slight upward, sweeping curve—at the tail. His tail ought to be carried at an angle of 40° or 45° , but it is better to be a little lower than too high. The head, and especially the comb, should be as near perfect as possible. The comb is the first thing that is noticed in a bird and is naturally very prominent because of its flashing red against the black and white background of the body.

Females of good shape have long bodies with tails carried at an angle of about 35° , good head points, plump combs with five serrations or less, free from side spriggs and folds, and mottled in accordance with suggestions on the following pages.

Pennsylvania.—The cockerel and pullets you sent me last June arrived in good condition. The pullets commenced to lay in July and they are laying now and the cold weather had no effect on them at all. They are all you claim. When I go to feed them the cockerel will fly on my shoulder and I can walk with him all over the yard and I can go into the kitchen and then take him off my shoulder and set him down. He is as tame as a dog.—J. K.

The Ideal Ancona—In Color

Ancona color is black mottled with white. Many other birds run to various colors, causing a confusion to raising, but it is easy to remember that Anconas are simply the one combination: the mottled black and white. To be sure, the black is a beautiful and lustrous rich black, with a clean, sharp white contrasting, and the combs are brilliant red. You can understand why this contrasty combination of colors, together with the superb carriage of Anconas, makes them the world's leaders in point of beauty and charm. They appeal both to the artistic and the practical.

An all black or a nearly black Ancona is a freak type, the result of some faddist's dream. We will give the English credit once more for sending the warning in time and enabling all Ancona breeders to get back on the beaten track with well mottled Anconas. When an Ancona ceases to be mottled, it will cease to be an Ancona.

The ideal feather is black with a slight greenish sheen, with a white tip. The feather is dark color to the skin, whereas the white portion on the tip is sharp and distinct as illustrated. The old standard required a white tip on each and every feather. This has been very difficult to produce. It is objectionable on account of too much white, having a tendency to make the birds too light in color, which detracts from their beauty—and after all, this point of color is one which concerns beauty rather than utility. The revision committee has changed the standard to read a white tip on every fifth feather. This will enhance their beauty and doubtless meet with the approval of the majority of other breeders.

Avoid objectionable purple barring. You are going to be disappointed if you possess Anconas perfect in every other detail except this one of too much purple. Some judges will pass birds on this one point alone. The beak should be yellow with black or dark brown shadings. The iris of the eyes is a bright orange red with a hazel pupil.

The fact of the worthy Ancona is so bright as to almost be called intelligent—and who will say that birds do not possess real intelligence? The face and wattles are of a bright red, with the face free from white. Ear lobes are white or creamy white, although some red is found in the ear lobes of most flocks. English breeders favor yellow mottled legs. The American standard calls for yellow or yellow mottled with black.

Anconas are very beautiful even from the fluffy yellow and black baby chick period. As they mature from babyhood Ancona chicks never encounter the poorly dressed, half starved, awkward stage common to most young fowls. Raisers declare that they are attractive and graceful every day of their lives. Those who have had experience with Anconas can appreciate this point. Naturally, breeding has a great deal to do with this. We are speaking of thoroughbred Anconas.

Arkansas.—Anconas arrived Friday somewhat jaded over their trip, but they are looking fine and dandy today. I admire them very much indeed. I was under the impression they would be wild. Never saw a more gentle bird. Why, they are little pets. Thank you very much for the care you took in selecting my Anconas.—C. S.

The Ideal Ancona—In Size

As I have already emphasized, Anconas are primarily an egg breed. This is their first and greatest virtue and it is one that appeals to the average person because the biggest profit in the poultry business is in eggs.

Anconas need to be just large enough so that they can retain in their bodies sufficient vitality to produce eggs prolifically and systematically—and they've sufficient size, but no "surplus baggage." There is much more money in producing four legged animals for meat than to raise poultry for the profit in meat.

Anconas will lay satisfactorily for two or three years longer than any of the heavy breeds of poultry and it doesn't take very many dozen eggs to make up the entire cost of what one would secure for a carcass.

The Ancona is slightly larger than the leghorn, mature females weighing four to five pounds, and occasionally six. The males weigh five to six, and sometimes a pound more than that. For a time breeders favored extra size, but they found themselves getting away from the dominant



SHEPPARD'S ANCONAS.

merit of Anconas and in securing size were losing out on the egg production end. As a matter of fact, in my early experience I had Ancona males weighing nine and a half pounds dressed, but found that these extra large birds did not produce layers. If size did not interfere with egg yield, I would prefer a bigger bird. But it is eggs we are after, eggs that will pay, and eggs you will get from Anconas, so I endeavor to breed as large as possible without injuring the laying qualities of the strain.

Another point in favor of the small bird is that five of them will eat no more than three of the large varieties—and they do not tend to get broody. They occupy less floor space. It would be natural if you concluded that they laid smaller eggs, but this is not the case. Anconas lay large white eggs which get top market prices.

I do not favor small, undersized birds. I believe you will agree with me that the ability to lay eggs abundantly is the noblest and greatest ambition a hen can be entrusted with.

Tennessee.—The cockerel came through safely in good shape. He is making himself at home and is very gentle. Your stock is not wild. Thank you for your kindness and courtesy in this matter.—W. H. M.

Mating and Breeding Anconas

The Kind of Male To Use In Breeding Pens

A few years ago I reluctantly parted with a splendid first prize pen at Madison Square Garden, New York—I am serious when I say "reluctantly"—for \$500.00.

Permit me to explain in this book just about as I did to the purchaser of this prize pen, how I made my stock produce the beautiful birds that commanded "millionaire" prices and are still the most intensely practical of all breeds.

The sire of this noble pen was a first prize cock at the Garden the previous year. I considered him almost an ideal specimen. He weighed about six pounds, very fine head points, a splendid comb, a good long back with excellent tail carriage, well spread out and carried at the proper angle. I appreciate that some breeders advise "Don't get the tail too low." Look over their flock and you will see that there is mighty little danger of their ever getting the tails too low! Where you find one tail a little bit low, you will find ten thousand altogether too high. They should be just high enough to maintain the carriage of vigor and good balance—not drooping in a slouchy way—and decidedly not stuck up straight like the tail of a gray squirrel.

This fellow's body was long and deep. I have mentioned body shape on a previous page. Many birds have long bodies but are not deep enough for good Ancona type—they musn't be too slim. This fine specimen had a good pair of yellow shanks and he certainly stood up splendidly on them. His legs were well spread. The slight green sheen on his dark color was entirely free from purple barring. His mottling was fine and distinct and evenly spread in nearly all sections. His tail was solid black with white tips, and almost black wings with many feathers tipped with white.



Females For Breeding Pens

The class of females mated to the male I have described, in order to produce the pen of birds referred to, are illustrated on Page 66. This picture will give you a good idea of the markings and shape.

Do not breed from a female with a high tail—always select a bird with low, well-spread tail. In selecting females for color, if you overlook shape you overlook a strong point, because without proper shape, the great usefulness of the Ancona would be limited.

I select females as near standard requirements as possible, with good dark wings and tail and fine, even mottling. If you breed Anconas you will probably wonder at the fine, even mottling I refer to, which may be absent from your flock. Don't be discouraged! It has taken us many years of mating and breeding to get the fine, even mottling I consider necessary in the ideal Ancona.

In the case that you are breeding for utility only, do not condemn a bird with more white than the standard calls for because frequently these more freely mottled birds are as good layers if hatched from eggs from a good laying strain. Color has very little to do with their ability to lay. In our utility matings we count much more on shape than on color. In our exhibition matings the birds must have both shape and color.

The standard of perfection states that Anconas must have 80 per cent of their feathers black and only 20 per cent with a white tip, excepting on the male's back, where 90 per cent of the feathers are black. This would mean a bird practically black when looking at him from 20 feet or more away. I would scarcely consider this an ideal bird. It is results we are after, and I believe you will agree with me that the illustrations throughout this book of Anconas typify a very handsome specimen, which is slightly more white than the standard of perfection called for.

I have been working for a happy medium between the present and the old Standard, with just enough white tips to give each bird a snappy appearance and bring out the sharp contrast between white and black so necessary in beauty.

Breeding For Egg Production

In grouping together these splendid matings to produce such unusual exhibition birds, it would be well to keep in mind that a female is never considered as a candidate for any of my breeding pens unless she has behind her a remarkable egg record—an actual trap nest record. I shall probably never get away from the idea of breeding first for egg production—and then building other points of quality afterwards.

Line Breeding

For the information of readers, I publish below an article from the *American Poultry Advocate* and a chart by Mr. I. K. Felch, on line breeding, which applies equally to Anconas and all other strains. This will show you how line breeding is accomplished and new strains produced. It is a process that requires much patience and expense in keeping complete records of the various matings. Line breeding is hardly practical for the average breeder. Even many successful, large, skilled breeders find it to their advantage to purchase male birds of a different blood line. As a matter of fact, all large poultry breeders who make a business of furnishing breeding stock, can always furnish breeders with a different blood line so that you can introduce vigor and vitality into your blood from time to time.

"Mr. I. K. Felch, the veteran judge and breeder of America, many years ago published in a little book of his, called *Poultry Culture*, a kind of a chart showing at a glance the main principle on which this should be done. We have evidence that this chart has actually been of practical benefit to several well-known breeders in England, even as then published ;



This superb single comb Ancona cock represents the highest present development of this type. He was one of my winners at Madison Square Garden.

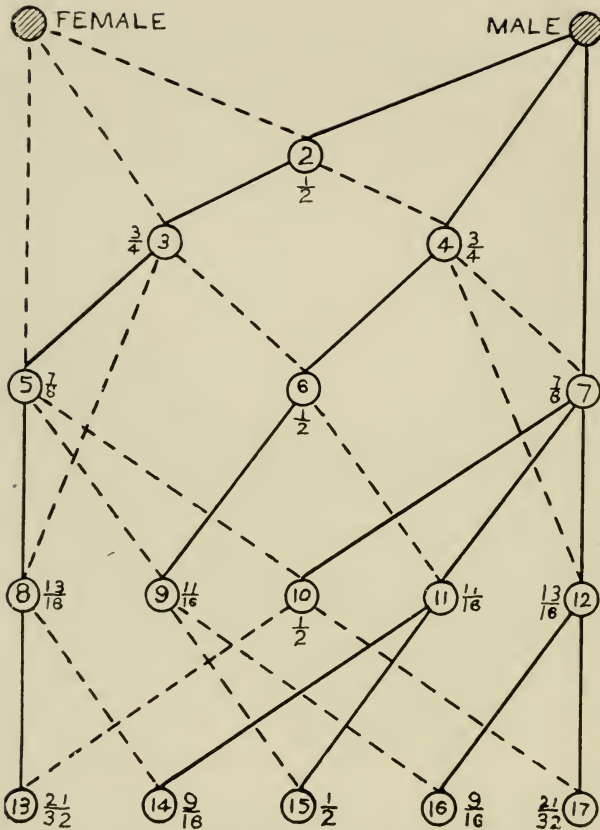
lut in some subsequent correspondence Mr. Felch has kindly sent us an improved form of it, which we here reproduce, making a little further modification to make its meaning more clear. We suppose the strain to originate from two individuals only, though in the case of fowls, of course, several hens or pullets might be used as one of the units. In that case, however, all should be of the same breeding. (It need hardly be pointed out that in this case the scheme may be carried out with less in-breeding at the first stages, as a cockerel might be bred back to an aunt instead of to the mother. But unless the hens or pullets are full sisters, the result will not be the same or have the same certainty. (Hence the utility of the recording nest-boxes mentioned further on.) The two original units must, of course, be perfectly vigorous and healthy, and either unrelated or only distantly related in blood. They should always be from different yards, for it is found that even change of ground has some effect in producing the different blood which has so much to do with avoiding constitutional disease. Taking our two original units, then Mr. Felch's chart shows how they may be bred so as to maintain health and vigor.

"In reading this chart, every dotted line means a female—i. e., a hen or pullet, and every unbroken line a male. Wherever two such lines meet *at a point* the circle at that point denotes the produce of the mating, bearing a number distinguishing it as a group or product; while the fraction outside the circle denotes the mixture or proportion in that product of the blood of the two original units from which is bred the strain. The first year, for instance, the original pair produce group 2, whose blood is half-and-half of each. The second year the original female, or one of them, is bred to a cockerel from group 2, and the original male to a pullet from group 2. Thus are produced groups 3 and 4, each of which possesses three-fourths of the blood of the unit on its own side of the diagram. Here begins the real work of the breeder, since these mates now taken from group 2 must be most carefully *selected to type*, according to that 'course of selection' which we have already discussed. From the very first all depends on this, and, of course, the two original units have been chosen with equal care, so far as money and opportunity allowed. The third year a cockerel from group 3 is mated with the original hen to produce group 5, and pullets from group 4 to the original male to produce group 7, all of which possess seven-eighths of the blood of their own side, and are to be rigorously selected *true to type* as before.

"But the most noteworthy mating this year, to which we would call special attention, is that of a pullet or pullets from group 3, with a cockerel



This noble Rose Comb Ancona lad is another one of my Madison Square Garden winners—and a splendid fellow of his type.



from group 4, producing group 6. It will be seen that all the members of group 6 possess equal or half-and-half blood from the original parents, as much so as group 2. We also mate a pullet from group 5 and a cockerel from group 7, each of these owning seven-eighths of the blood of one ancestor, and we again produce in group 10 a progeny whose blood is half-and-half. Now suppose we had mated brothers and sisters from group 2 to produce half-and-half blood and age of group 6, and brothers and sisters of these to produce similar equality of blood at the age of

group 10 the result of such incestuous in-breeding would have been swift degeneracy. As it is, we have made out matings from lines characterized mainly by the original male and female, and yet preserved the same mathematically exact equality of blood in our group 10. A generation farther on we can produce group 15 as shown, from groups 9 and 11; or we might have mated groups 8 and 12; or the produce of the former may be mated with that of the latter. We have thus seen how it is possible to keep up the half-and-half blood of a cross, intact and exact, without any loss of size, fertility, or vigor.

"We also see plainly from this chart that by the time we have reached the stage even of group 10, we have got in our hands practically *three strains*; for while group 10 possesses equal blood of both sides, group 8 has thirteen-sixteenths of the blood of the hen, or practically represents the female line, while group 12, in like proportion, possesses the blood of the male line. Yet all are related sufficiently to prevent evil; and all have gone through the same 'course of selection' towards our own fixed type. From this point we have ample material to go on with indefinitely, and need not pursue the matter further. The next row of groups simply shows some of the results in the next generation. But one point more may be illustrated. Suppose that for some reason—as for special cockerel or pullet breeding mating—we want to establish also a line of sires in which predominates the blood of the original female. The chart shows a cockerel from group 5 mated with a pullet from group 3, and a cockerel from the produce in group 8 mated with a pullet from group 10. The result in group 13 gives us the same proportions of blood, but derived through a cockerel line of breeding.

"Whenever a cross is necessary in a strain, such a chart also shows the procedure that should be followed. The cross is treated as a new unit, and its produce remated back to the home strain in the same way, carefully selecting for the desired type as before. This is what breeders and fanciers term 'breeding back' to a strain, and the philosophy of it can be clearly understood from such a diagram as that before us. Every cross thus involves more or less breeding back to the 'line' afterwards; but this need not be carried to the extent of incestuous matings, or interfere with vigor in any degree. The out-cross is not used as immediate material, but to provide either pullets or cockerels for really breeding into the strain the following year."

The key to successfully carrying on this work of breeding in line is in the words:—"Here begins the real work of the breeder, since these

mates now taken from group 2 must be most carefully *selected to type*,"—and again "are to be rigorously selected *true to type* as before." Not only must they be selected *true to type*, but they must be selected with a special view to full strength and vigor, and every specimen rejected that shows the least bit of weakness, or lack of vigor. If the breeder will but lift himself to that high level of "selection" he need have no fear of incurring the painful penalties of inbreeding. Mr. Wright himself is strenuous for the most painstaking care in selecting the breeders. When considering the introduction of new blood into the strain, by an out-cross, he says:—"In all cases birds from the cross should be selected for further breeding with unusual care, with even most rigorous severity, because the newly introduced tendencies have to be guarded against."

That selecting with "even most rigorous severity" is where the many will fall down, especially in selecting with a view to the utmost of strength and vigor; if poultrymen would only surely do this last there would be comparatively few complaints of lack of stamina in the stock,—of poor hatches, chicks dying in the shell, of the countless ills and ailments with which so many flocks are afflicted. And what an immense uplifting there would be in the profits! Let's "select" with "most rigorous severity"!—Courtesy of American Poultry Advocate.

How and What To Feed Anconas

Because of their naturally hardy constitutions, Anconas don't need to be pampered, milk-fed and babied. They thrive under severe conditions where other birds would keel up their toes and die. They lay eggs in cold, drafty, ramshackle houses, when heavier birds would merely exist. But my experience has shown me that under certain sets of conditions Anconas will produce the maximum. And I am very glad to pass along to you folks who are taking this little journey, some of my thoughts relative to breeding Anconas—these ideas, of course, will apply with almost equal force to every other breed of poultry—particularly when you are after egg production.



Feed for egg production!

Here are the two feed formulas I adopted some time ago :

DRY MASH

Coarse bran	200 lbs.
Cornmeal	100 lbs.
Gluten feed	100 lbs.
Ground oats	100 lbs.
Standard middlings	100 lbs.
Beef scrap	100 lbs.
Low grade flour.....	25 lbs.

DRY GRAINS

Cracked corn	50 lbs.
Wheat	70 lbs.
Heavy white oats	40 lbs.
Barley	20 lbs.
Kaffir corn	10 lbs.
Buckwheat	10 lbs.
Coarse beef scraps.....	10 lbs.

I favor wheat because the grain is small, easily digested, and because it is rich in protein and mineral matter. Corn, when fed alone, has not enough protein and too much fattening and mineral matter. Barley and buckwheat are also rich in fat.

Dry mash, bran, beef scrap, oyster shell, grit and charcoal should be kept before your fowls constantly in hoppers.

During the winter months, when the hens are confined, they should be fed green cut bone, about three pounds to 100 hens per day. Skimmed milk, curdled thick, makes a good substitute for green bone. I get excellent results without feeding wet mash, but wet mash is good if not too wet. A mash moistened with milk makes dainty feed for your hens. I get good results with dry mash.

To insure the proper amount of exercise during the winter, it is best to throw the grain in litter, and compel the hens to scratch for it.

Green food must not be overlooked. When it is not convenient to feed lawn clippings, sprouted oats, alfalfa meal, cabbage or mangels are splendid.

Housing and Equipment

I have designed and completed several styles of houses which are in use on my farm, and I have also tried out designs developed by several well-known poultry men so as to find out just what housing conditions would prove the best suited to the disposition of Anconas.

The two styles illustrated are my favorites. Style A is very economical for anyone who wishes to limit his investment in buildings. This house is 15x20 feet. It has a flat roof five feet in front and eight feet in the rear. It can be used as an excellent brooder house by installing a Colony brooder stove. When the birds are ready to leave the brooder, take out the stove. The feathered flock can be wintered in the same building to save removing them to other quarters. We have a number of these houses on my Berea farm.

By placing the lower side toward the south, the high side may be used for one row of conditioning coops the full length of the building, without using any floor space. This arrangement makes an excellent combination brooder and conditioning house. In case conditioning coops are not desired, the high side is placed toward the south to admit more



Style A Poultry House

sunlight, whether used for brooder or laying houses.

As a good, sensible, all-the-year round house, Style B—a building 24x30 feet—is very, very pleasing to me. It is cool in summer and plenty warm in winter. There is a ventilator that keeps the house dry and the air more pure. Without the ventilator this house will be damp, so by all means, install this particular style of ventilator in this type of house. The ventilator is constructed by nailing boards across two studdings about fifteen inches apart, near the center of the building above the droppings board. Then continue the boards along the roof to the siding. You had better start these boards about six inches above the droppings board. Be sure to cut away the siding at the highest point at the end of the ventilator to allow the damp, impure air to pass outside. The ventilator terminates at the highest point of siding, directly under the roof.

In these buildings on my farm, the water supply is obtained from a cistern under the cement floor of each building. These cisterns are square and built of concrete. It is easier and cheaper to build the cisterns this shape than round and I consider them just as satisfactory. Furthermore, when the buildings are scattered over considerable space, the time saved in watering soon pays for the cost of putting in the cistern.



Style B Poultry House

In concluding these paragraphs on poultry houses, I am going to quote from my other book—popularly called the Town Lot Book—from the chapter on poultry houses.

“What constitutes a successful poultry house? I should say one that keeps the birds in perfect comfort and health, and enables them to produce the largest yield of eggs. Of course you don’t get eggs from poultry houses—but if you take the same identical birds and put them in one house and then change them to another, there may be a decided difference in the egg yield, just because of the conditions provided by the ‘fowl’ dwelling.

“I am certain that a light and airy house will encourage egg laying and that a dark, stuffy house absolutely will not. The three big factors in egg production are:

1—food

2—light

3—air

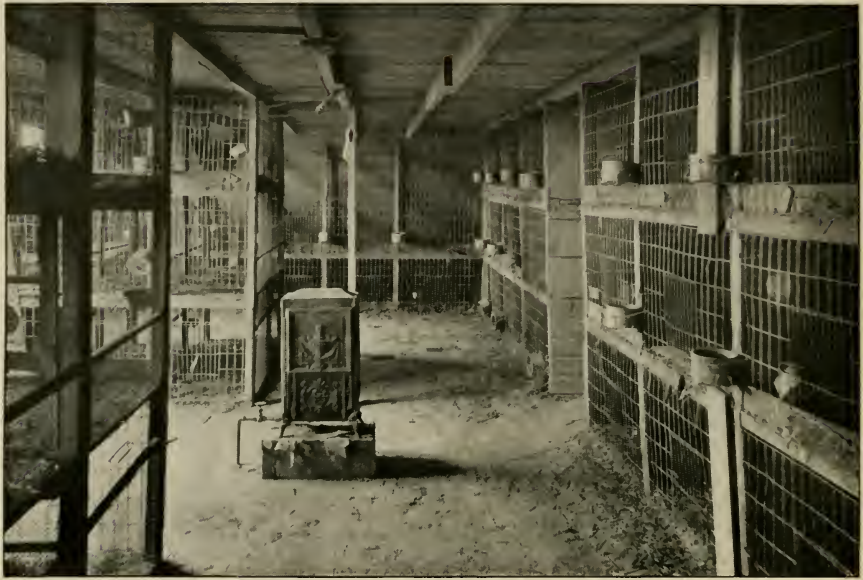
Remarks On Chicken Parks

The chicken parks should be as generous as the ground will permit. The ideal park would have a southern exposure. It is a good plan to plant fruit trees in the parks, and these will furnish the chickens with shade as well as the table with lots of fruit. The parks should be cultivated often in the early spring. If the parks are long enough it is well to fence off the part farthest from the laying house and sow it with rape. This not only furnishes the chickens with an excellent green food, but also keeps the ground sweet and fresh. It is important to have the parks built on high ground as well as the houses. In case the high ground cannot be secured, be sure that the parks are well drained, because the chickens will not do well where they have to stay in parks that are wet for several days after every rainstorm.

I realize that the moment I begin to recommend different types of equipment, that I am wading out into deep water, water that is likely to become "hot"—but I stated at the beginning of this book that I was going to give you as much of my experience as I thought would be helpful and I intend to keep my word even if I put myself in the position of advertising some of my good friends. I don't expect you to agree with everything I say. My only excuse for laying bare my experience is because that is what you paid for when you purchased this book and my equipment must be fairly satisfactory or I would not have been able to take a profit from it. It is results that count, after all!

Ideal Fancier's Stock

Unquestionably, "Famous" Anconas are becoming the ideal fancier's stock; they are in great favor! The contrast of black and white in their plumage, the beautiful dappled effect, results in a wonderfully handsome bird. They are alert and striking in carriage, as well as very graceful. Such striking appearance do they present that they seem always to be on dress parade. Unlike some birds they do not require washing before you can show them. You will certainly appreciate this point if you have ever gone to the trouble of washing birds before sending them to the show.



Here's a Poultry Cantonment.

I am going to show you a picture of what I call my "poultry cantonment." This shows one end of the building. It is heated by natural gas and lighted by electricity. Here in sturdy individual wire barracks with wooden frames, my birds receive their training for the shows. Here the prize winners you order get their setting up exercises so that they won't get bashful and ashamed when on exhibit—although I have never seen a shy and retiring Ancona!

When you receive a bird with which you expect to go up against fierce competition at shows, it is fairly well broken to the game—not fearful and wild in a small coop—and it knows how to behave itself in limited quarters so that it will make you proud of Anconas.



A corner in one of the incubator cellars. These machines are all heated by gas from a gas well on the farm.

I am simply showing you this so that you can see to what extent the breeding of Anconas may be carried. There is unlimited opportunity for scores of large operators in this one field.

In the incubator cellars—one of which is shown just above, I operate the Prairie State Incubators. Last year I added eighteen of these fine incubators to our equipment. Of course there are a great many good incubators on the market—and I believe that all standard makes do excellent work.

It so happened that after testing out a number of different makes, we invariably secured better results with this particular type. Possibly that was due to the peculiar conditions existing in our incubator cellars, possibly my own personality adapted itself better to some features in the machine. Certainly I approached this matter of standardizing on incubator



Among the "Piano Box" Colony Houses on Sheppard's Famous Ancona Farm—plenty of cooling shade.

equipment with an unbiased mind since I have no financial interests in any incubator concern.

Ancona hatching eggs are valuable. We secure high prices for the baby chicks so it is very important that we take off as many good, large, strong, healthy, vigorous chicks from our eggs as possible.

If you should be interested in writing to the Prairie State Incubator Company, they have a factory at Homer City, Pa. and their catalog will give you all the details about their machine.



Interior of a section of one of the brooder houses. This one building has a capacity of 10,000 chicks a season.

Then on this page you see an interior—a partial view of one of my brooder houses. This particular building has a capacity of 10,000 chicks a season. The Buckeye Standard Colony Brooder, manufactured by the Buckeye Incubator Company of Springfield, Ohio, has been adopted on my farm as standard brooder equipment. It is the nearest foolproof, costs less to operate, requires less attention and saves the most chicks of any brooder I have ever used.

They Are Perfect Little Dears

Ohio.—Chicks arrived in splendid condition on April 25 and I certainly do think they are perfect little dears. They are all living with the exception of one that got mashed, and are spry as can be and as tame as a kitten. I thank you again for being so prompt in shipping and in fulfilling every part of your agreement. I certainly shall boost your Anconas to all interested in chickens.—R. M. R.

Here is another piece of equipment manufactured to my own special order, which I catalog and price and sell direct.



Why You Should Use Perfection Automatic Hoppers

Because they *save* a great amount of *labor*.

Because they *cut* down your *feed* bill. Keep your feed from wasting, and keep the mice and rats away.

Because you get better results—larger and healthier chickens and many *more eggs*.

Because you can feed the chickens a well *balanced mash* and not have the trouble of mixing wet mashes.

Because your hens *convert dry mash into eggs*, instead of wasting their energy digesting grain.

Because your fowls will be more vigorous, consequently will lay more *fertile eggs*, and you will hatch more *livable chicks*.

Because it is made larger at bottom than top to prevent feed from clogging.

Because you can hang it *outside*. The feed is protected from the rain. Because the dust settles on the flange and not on the feed.

Because it is made from galvanized steel, and will last a long time.

Because I have tried several kinds of hoppers and find that the Perfection gives the best results.

Because it will *pay* for itself in one year by saving feed, labor, and increase egg production.

The first cost is very slight when you think of what it will save you. The Perfection Dry Mash Hopper is the *modern way* to feed your chickens. Order today. By Parcel Post or Express, charges prepaid to any part of United States or Canada.

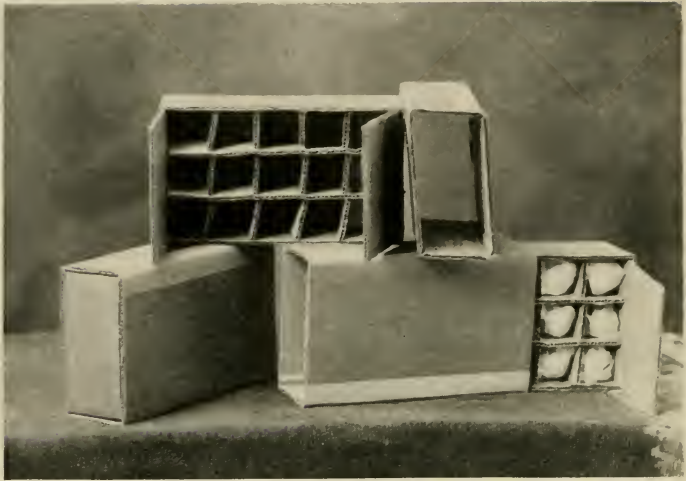
Chick size, \$1.50. Large size (16 quarts), \$3.00. Large size made with four partitions to feed grit, oyster shell, charcoal, bran, etc., for \$3.75. Discount on quantity orders.

For Sale by H. CECIL SHEPPARD, Berea, Ohio

While I am speaking about equipment, you may be interested in noting the type of packages we use for making shipments of chicks. And here also we show the one in which our Ancona chicks are packed for long journeys.



Group of day-old chick shipping cases.



This illustrates the boxes I use for shipping hatching eggs. The one on top is ready to receive the eggs. The one on the right is packed with eggs and the cover partly on. The box on the left is ready for shipment, and contains 15 eggs.



A shipment of Sheppard's stock ready to start on the long trip of 12,000 miles to far-away Australia.



I would also consider an indispensable part of the equipment on the average poultry farm, my Town Lot Book which is not a bit theoretical but intensely practical. Possibly you already have this. If not, you will be interested in seeing a picture of it and reading what some of my associates have to say.

From American Poultry Journal

This book is the sworn statement of H. Cecil Sheppard of how, with a very limited knowledge of the poultry business and small capital, he built up a business which grew in a few years from \$160 to \$9,500.

Mr. Sheppard, being frequently approached for information regarding his successful chicken business, finally decided to write a detailed description of his method, giving his actual experience step by step.

How any person of ordinary intelligence and common sense, by following the ideas contained in this book, may develop a good business and attain an independent income.

Practical information from a practical standpoint, not theories, but the actual result of one man's experience and the detailed account of how he did it, taking up breeding, care of poultry, poultry houses, etc. What to do each month, shipping marketing, and any minor but important incidents not included in the ordinary poultry book.



This design is the trade mark I use in all of my advertising matter, in my 100 page illustrated catalog, the follow-up circulars I use, and in my advertisements in all of the poultry journals, Successful Farming, Country Gentleman and other publications. I continually repeat this so as to identify my particular strain of poultry. It is a good plan to have a trade name which you can "tie up" to your advertising, whether you get out one piece or a lot of pieces.



I Received the 100 Eggs All O. K.

Missouri.—I received the 100 eggs all O. K. and not one was broken. They were well selected and packed in the best way of any hatching eggs I ever bought before.—G. W. L.

Received In Perfect Condition

California.—The shipment of hatching eggs ordered of you was received in perfect condition. Out of 14 eggs I hatched 13 nice healthy chickens, which I must say is very good. They are very pretty and growing nicely.—W. E.

Special Offer

A splendid reproduction of a painting of a handsome pair of Anconas, suitable for framing.

Hundreds of Ancona lovers have ordered from me copies of this beautiful reproduction. You will find it most interesting to have this idealized print to show your friends, and also as a standard toward which you can work in breeding Anconas. You will always be proud to have one of these splendidly reproduced paintings.

Sent by mail, postpaid, for 25c each, or 6 for \$1.00.

The poultry disease chart appearing on the following two pages, was carefully compiled and published in the Country Gentleman.

This covers practically every known poultry ill worthy of consideration, and is somewhat lengthy only because of its absolute completeness. I would consider it safe to follow the treatments advocated. This will be of greatest help in the event of emergencies. If anything goes wrong, look up the symptoms on this chart and apply the corrective treatment.

POULTRY DISEASE CHART

DISEASES	CAUSES	SYMPTOMS AND POST MORTEM	TREATMENTS
Bronchitis	Exposure to cold or dampness; may start from cold.	Rapid breathing, rattling in throat, cough. P. M. Inflammation of bronchial tubes.	Correct condition; give two grains of black antimony in mash daily; flaxseed tea to drink.
Bloody Diarrhea	Severe intestinal diseases; poisons; cholera; intestinal worms.	Bloody discharge of mucus in excrement. P. M. Intestines inflamed and full of mucus.	Purgative of Epsom salts; charcoal in mash; give three grains of subnitrate of bismuth in mash daily.
Blackhead	Organism belonging to group of protozoa known as Coccidiae.	Comb and head dark in color; diarrhea. P. M. Enlarged liver covered with white or yellowish spots.	No practical treatment.
Blood Spots in Eggs	Escaped blood from ruptured yolk sack.	Small clots of blood in eggs.	None if forced feeding is not practiced.
Breakdown	Excessive fat in abdomen; derangement of oviduct.	Abdomen hangs down. P. M. Excessive fat in abdominal cavity.	Withhold fatty feeds; feed light. None if caused by derangement of oviduct.
Bumble Foot	Jumping from high roosts, or injuring sole of foot in some other manner.	Abscess on sole of foot, lameness.	Open abscess, remove pus and wash with bichloride of mercury; bandage.
Canker	Diphtheria and roup; from wounds that become infected.	Cheesy patches in mouth and on tongue.	Wash sores with hydrogen peroxide. See special treatment for roup.
Catarrh or Colds	Improper housing conditions; exposure to cold or dampness.	Sneezing; watery discharge from eyes and nostrils. P. M. Nestrils filled with secretions; inflammation of respiratory organs.	Give red pepper in feed; wash affected parts with three per cent solution of boracic acid. See bronchitis.
Chicken Pox	Not yet satisfactorily determined.	Small wart-like ulcers on head and face.	Remove nodules by softening with glycerin; treat sores with disinfectant; dust with iodiform; grease daily with carbolated vaseline.
Cholera	Filthy conditions, improper feeds.	Bright yellowish or green excrement; severe diarrhea and thick mucus. P. M. Inflammation of digestive organs.	See bloody diarrhea and dysentery. True cholera very rare.
Constipation	Lack of exercise and green feed.	Frequent attempts to evacuate the bowels, vent plugged with hard, dry feces.	Give purgative of Epsom salts or castor oil.
Diarrhea (Simple)	Sour or moldy feeds; mild poisons; too much green feed, etc.	Excrement soft and watery, off color and offensive.	Mild purgative; feed liberally of middlines or low-grade flour.
Egg Bound	Abnormal eggs; injury or derangement of oviduct.	Restless; nest visited frequently with unsuccessful attempts to expel egg. P. M. Oviduct twisted, ruptured or injured, large egg.	Hold rear of bird over vessel of boiling water; introduce sweet oil into vent with feather or similar object.

Enlarged Liver -----	Overfeeding of rich feeds or those unsuited to conditions.	Misleading; head dressings turn dark; diarrhea. P. M. Liver enlarged and filled with blood; accumulation of fat about intestines.	Correct conditions; supply plenty of green feed.
Favus or White Comb -----	Fungous disease.	Small grayish white spots on comb, wattles and face disagreeable odor like musty grain.	Soften scabs with glycerin; paint with tincture of iodine.
Feather Eating -----	Lack of meat feed; external parasites; bad habit.	Loss of feathers in different regions of body, exposed area usually red.	Supply meat feeds and minerals; examine for lice; if vicious habit, kill guilty birds.
Frozen Comb and Wattles -----	Exposure to cold.	Parts become swollen and purplish in color.	Thaw out by manipulating with greasy fingers. Anoint parts with mixture of 5 tablespoonfuls of vaseline, 2 of glycerin and 1 of turpentine.
Gapes -----	Gapeworm attached to walls of windpipe.	Breathing difficult, frequent gapping as if strangled. P. M. Small or large number of small reddish worms in windpipe.	Remove chicks to fresh ground; clean up runs; remove worms with commercial wire extractor.
Indigestion -----	Improper or over feeding, lack of green feed.	Dumpish, inclined to remain inactive.	Correct ration; give three tablespoonfuls of following in every ten quarts of mash: 1 pound pulverized gentian, 1/4 pound pulverized ginger, 1/4 pound pulverized saltpeter, 1/2 pound iron sulphate.
Leg Weakness -----	Improper management, forced feeding, lack of ash in ration.	Loose use of legs; knee joints enlarged and legs sprawl out.	Improve management in every way; give plenty of green feed; see that ash content of ration is correct; 1/2 teaspoonful of tincture of nux vomica to each quart of water.
Limberneck -----	Severe infestation of intestinal parasites; acute indigestion; ptomaine poison.	Neck limp and head hanging down between feet.	Determine cause of condition and treat accordingly.
Roup or Diphtheria -----	Generally the aftermath of such diseases as colds, catarrh, etc.; difference of opinion as to specific cause.	Watery, frothy discharge from eyes, putrid catarrh of nose, eyelids glued together; cavities filled with cheesy matter; canker sores in mouth.	Conkey's Rroupe Remedy
Scaly Legs -----	Mite.	Legs become incrustated with rough, whitish, scaly areas. Loss of toes and legs sometimes occurs.	Dip affected parts in mixture of equal parts of kerosene and raw linseed oil. Do not get solution on feathers or skin.
White Diarrhea -----	Transmission of disease from parent stock, by consuming feed or water contaminated by infected chicks.	Dullness and sleepiness; whitish diarrhea and pasting up behind; drooping wings and general anaemic appearance.	See cause; supply sweet or sour milk to chicks from the very start. Medicinal treatment not practical.



A Symposium On Anconas As Egg Machines Are Anconas Winter Layers? Listen!

Indiana.—I have a nice flock of Anconas developed from my purchase from you that have opened the eyes of the people around here as winter layers. My flock of 100 pullets and two-year-old hens have produced 60 per cent as many eggs as a flock of 700 White Leghorns on a plant near me which is operated by an experienced poultryman and have not had a scientific ration feed daily to force them to do so. I am also able to top his price one and two cents per dozen on account of the larger eggs produced by Anconas. Every dealer who buys my eggs for the first time comments on the superior size of the eggs and tells me "This is the nicest basket of eggs I ever handled." I might be suspicious of being fed taffy but the extra price tells me differently. One dealer has asked me to contract my entire output to him as he wants them for his fancy trade.—W. H. H.

Sold His Leghorns. Why?

Virginia.—I do believe when you gave your Anconas the name "Best" you gave them no more than they deserved, not only as far as Anconas are concerned but I believe they are the most profitable fowl there is in the standard of perfection. My pullets have laid fine. Your Anconas lay such nice eggs and *ate less than my White Leghorns* so I sold my Leghorns and now keep only your strain.—F. L. H.

A Very Good Average For Seventeen Pullets!

Oklahoma.—The Ancona baby chicks I bought of you came by express all the way from Ohio in good shape. The pullets commenced to lay when five months old. During the five months, from October 15th to March 15th, the seventeen pullets laid an average of over twenty-one eggs each month for each pullet. This I consider remarkable, considering the winter season, and breaks the record. I challenge any other person to equal this record with the same number of pullets, for the same length of time, and during the winter season.—J. S. C.

—By November 15 Were Laying

Missouri.—Last year we bought three settings of your eggs. The hens hatched from your eggs have broken the record in this part of the county for laying and everybody is calling for eggs to set. We are setting all the eggs we can to be ready for a large demand next spring. These hens were hatched June 10 and by November 15 were laying, and we have had eggs for our own use and to sell all winter and spring.—A. J. C.

Popular In Far Away Australia

Australia.—I am very much pleased with the birds. They soon got over the moult and started to lay and have laid five eggs each every seven days since. I never saw such busy chickens. They run about from daylight to dark. Now I would like to get a real good show cockerel.—J. D.

Most Eggs In Coldest Weather

Pennsylvania.—It may interest you to know that I have a pen of 32 of Sheppard's Famous Single Comb Anconas that laid 663 eggs last December and 667 last January, an average for the two months of 67 per cent, and that with the temperature ranging as low 30 degrees below zero. The largest number of eggs for any one day, 29, were laid on the coldest

day, January 10th, and if the cold had any effect on them at all, it was evidenced only in their greater activity and increased egg production. I am very glad to state that I sincerely believe your strain of Anconas will lay more eggs than any breed of fowls in existence.—R. H. T.

"They Just Shell Out the Eggs"

Pennsylvania.—My 15 pullets hatched from eggs bought of you are doing fine. They just shell out the eggs and don't take a day off, but keep on laying. It seems to be their long suit—laying eggs. They started on time at 4½ months. My Anconas skinned all other breeds in this neighborhood. My friends gave me the ha-ha last summer about the fancy breed of chickens, now I give them the ha-ha every time I see them. The Anconas have it on all of them, and they know it now.—T. S. B.

20 Degrees Below Zero

Michigan.—On the coldest day of February, 20 below zero, we received ten eggs of eleven hens and the total month of March 300 eggs. Any one wanting chickens to lay eggs and plenty of them should get in line with the rest of the people that have the Sheppard stock, for there is none better on the market.—C. B.

"Laid Three Times As Many"

Canada.—Eggs arrived in good order. Had a wonderfully good hatch of strong, healthy chicks. I find Anconas are the best layers I ever had. In fact they have laid three times as many as some other breeds. Am well pleased with them.—C. H. T.

Fifteen and Sixteen Eggs Per Day Out of Seventeen

Ohio.—I am very much gratified at the results of the seventeen pullets. They are beautiful and cackle from daylight to dark and never lie. I get fifteen and sixteen eggs per day out of the seventeen.—A. J. G.

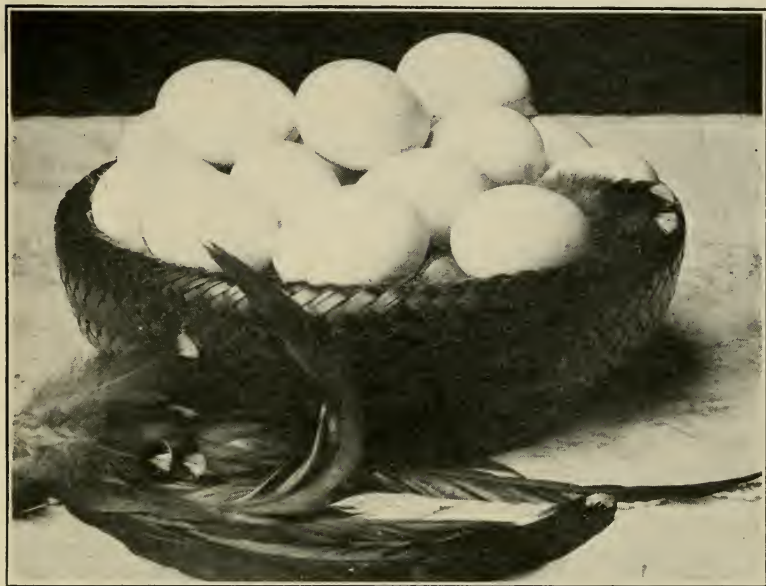


Photo of large, white, full-bodied Ancona eggs.

Here Are a Dozen Points That Practically Summarize the Desirability of Anconas

It will be well to bear in mind as you study these twelve points, that each one of them is a demonstrable fact—and not mere theory. Thousands of breeders all over this smiling land of ours have proven to their utmost satisfaction, every one of these twelve distinctions. I am happy to set them down in this brief way so that before you end your little journey among Anconas, you may, in these last few moments, form a mental picture of the attractiveness of Anconas from every standpoint.

As I stated at the beginning of this trip, I am writing without prejudice but with unbounded enthusiasm—you cannot blame me for being enthusiastic when I have secured such results, can you? And keep in mind that my experience includes many other kinds of poultry—not just Anconas. I concentrated upon them after considerable expensive and trying experiments with other birds. You very seldom find a person changing from Anconas once they get the right start with these busy queens of our feathered flock.

Point 1—Heavy Layers

Anconas lay large, white eggs, producing them at the least possible cost per dozen. The cost per dozen will run as low as ten to fifteen cents. There are no better egg producers anywhere. A "Famous" Ancona holds the known egg record for a single bird, in the hands of an amateur, laying 331 eggs during one year—this record being produced in a small backyard poultry house, cold and drafty in winter. And my customer assures me that no particular thought was given to the hen—she was simply taken care of as though she had been an inexpensive mongrel chicken.

"Famous" Anconas also hold the world's record for flock average, this being produced by another amateur, his pullets laying an average of 256 eggs each for entire flock for one year.

It seems difficult to associate large white eggs with a bird that is comparatively so small as the Ancona, but, nevertheless, these eggs are of such a size, color and uniformity, as to command the very best market prices. An Ancona egg weighs about two ounces or slightly less.

Point 2—Early Layers

Pullets begin laying at from four to five months old and produce prolifically until they are four years old at least. Some of my best layers are four-year-old hens. You don't need to replace old stock each year or each two years, as must be done with practically all other birds if the flock is kept profitable—and profit is one of the important factors in this business.

Point 3—Winter Layers

Anconas are A-No. 1 winter layers—just at the time when eggs are commanding highest prices. They require no concentrated or expensive foods. The following letter is typical of hundreds I have in my files. They are very successful in the vigorous Western States and Canada.

20 To 30 Degrees Below Zero

North Dakota.—My pullets are laying eggs every day now in our cold climate. The last two weeks have been awfully cold, an average of 20 to 30 below zero steady and yet I am the only one around here getting more eggs than it takes for cakes and other household uses. I sell eggs to my neighbors that have from 50 to 100.—H. W.

*Laying
at
4 Months
10 Days*



*Laying
at
4 Months
7 Days*

Point 4—Small Eaters

Anconas eat less than any other bird. This is a big point to consider, especially when all feed must be purchased, as is the case with the suburbanite, and when prices are high.

Point 5—Beauty

I scarcely need to remark further on the fact that Anconas are beautiful fowls, a flock of them lends a sparkle to any landscape—and catches the eye of all beauty lovers. The black background, contrasting with the clean white mottles, has a lustrous green sheen.

Point 6—Fine, Flavery Table Fowls

Ancona meat is of fine grain and excellent flavor. They dress for quality rather than quantity.

Point 7—Vigorous Baby Chicks

Baby chicks are hardy and vigorous. The death rate is low. They are independent little rascals, quick to develop to broiler stage. Fertility of the eggs and strength of the germs insure a good hatch.

Point 8—One Standard Color Scheme

There is but one color—the mottled black and white. If a person wants Anconas, he can get down to business with them without discussing such colors as brown, buff, red, white, black, silver, barred, penciled, Columbian, partridge, and so on. Naturally, I firmly believe that Anconas can't be improved upon in this respect. Considerable confusion and opportunity for dissatisfaction is avoided.

Point 9—Quiet Birds

Anconas are not wild as some people suppose. They possess more poise than most Mediterranean birds—and yet haven't a lazy bone in their bodies.

Point 10—Anconas Are Non-Sitters

You seldom hear of an Ancona cluck—a broody hen is a rare bird.

Point 11—Great Demand

There is a tremendous and increasing demand for stock and eggs and all worthy Ancona breeders are scarcely able to fill orders. The average profit per hen, whether used as utility stock on a commercial egg farm, or as fancy stock to produce eggs for hatching, will vary from \$2.00 to \$25.00, depending upon conditions, the fame of the breeder and the economy of care and operation. It is a mighty poor manager who can't make some profit from thoroughbred Anconas. Every year I have to turn down orders.

Point 12—Unusual Prize Opportunities

There are two thoroughly organized Ancona clubs to stimulate the exhibition interests of Ancona breeders. This gives zest to the game and there are always plenty of opportunities to win ribbons, medals, cash and trophies at county, state and special fairs and exhibits. There is always a crowd in the Ancona section!

Some of the — ANNOUNCEMENTS

That carry the good news of PROFITABLE

ANCONAS

To thousands of readers

IN THE SHEPPARD ANNOUNCEMENTS

There are thousands of them. They are on pages 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

H. CECIL SHEPPARD
BEREA, OHIO

ANCONAS

Points to YOU

Sheppard's Famous ANCONAS

Lots More Where These Cars Are

CUT EGG COST RIGHT IN HALF

Uncle Sam hands us your inquiry

U.S. MAIL

he advises

ANCONAS

Going to Town to hip

GOLD

But he's getting 188 eggs a cost

IN JANUARY!

IT PAYS TO Be Thorough

Ancona

I did it with her help

\$423.00

ONE YEAR

THE NEW

Should ever read letters on

You are interested in the Business End

during these days of high priced EGGS

-ON page 71-

H. CECIL SHEPPARD
BEREA, OHIO

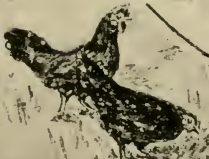
Anconas Are the Biggest Layers on Earth

Our announcements are carried in most of the largest poultry journals.

Please state name of paper in which you saw my ad when you send your order.

You can do as well

H. CECIL SHEPPARD
BEREA, OHIO





MISS RUTH

She went to New York and won first as pullet. Returned next year and again won first as hen.

Addenda

As soon as I concluded writing the foregoing chapters, which constitutes our little journey among Anconas, I handed the manuscript to a friend whose advice is pretty good in matters of this kind, and asked him

to read it and criticize it. Of course I made a few changes which he suggested, but what he said to me was something like this:

"That's a very interesting little journey and you have done quite well at telling the entire Ancona story without being scientific about it. It seems to me as though this is going to comprise the world's leading text book on Anconas for some years to come—but this book doesn't seem quite complete to me. You have painted very nicely the charm and beauty of Anconas. You have emphasized conservatively but enthusiastically the absolute position of leadership these birds occupy when it comes to egg yield. You have pointed out one advantage after another and explained these merits so that almost anyone could understand and appreciate them.

"But it doesn't seem to me as though you have sufficiently emphasized the general position of leadership Anconas are coming to occupy *in the entire poultry kingdom*, nor have you stressed sufficiently how important it is that thousands of poultry breeders throughout the country should recognize that they are losing money, losing time and losing their patience and becoming discouraged with chickens because of making the wrong start with the wrong kind of birds.

"It almost seems to me as though it is intensely the common sense thing to any man who owns poultry of any kind today, to sit down and write to all of the leading breeders of Anconas and study into the merit of each respective strain and then, if he is thoroughly satisfied in his own mind that the facts and reasons you have put down in this book, Mr. Sheppard, are correct, let him stop losing money with poultry, let him stop losing valuable time, let him stop losing his patience and courage, *and start raising Anconas.*

"This will mean a decided economic gain in the country. It would encourage more suburbanites to raise chickens. Then, Mr. Sheppard, if you could make the readers of this book realize the thrill of satisfaction and pleasure it gives to receive a box from the express company marked 'Baby Chicks' in great big type, eagerly take this package, cut the twine, raise the lid and for the first time get a glimpse at beautiful, fluffy little baby Ancona chicks—lively as crickets, as soft and tiny and sweet as a bed of pansies—and if you could make them realize how simple it is with a little horse sense, to take these baby chicks and successfully rear them—and then carry the mental picture a little bit further and make them see the low cost of breeding Anconas, and then, can't you in some way, put these students of the Ancona book into the atmosphere so that they will picture the *ali important* 'Little Journey'—the journey from home to

poultry house—the journey which terminates in the finding of large, white eggs or in the failure to find them.

"If you could make these students realize that the little journey to the **Ancona** poultry house is always successful—even if made in the dead of bitter cold winter—in the blustery New England winters of Maine or Canada—and if you could carry the students of this book from one Show to another, sweeping before them glances and comments of admiration, capturing worth-while prizes—if you could paint a composite picture of the *superior results* secured from raising Anconas, then I should call this manuscript complete!"

I have set this down just about as my friend gave it to me, because it seems as though he had the true Ancona breeders' enthusiastic viewpoint. Accept every word of his discussion as gospel truth—which it is.

H. Cecil Sheppard.

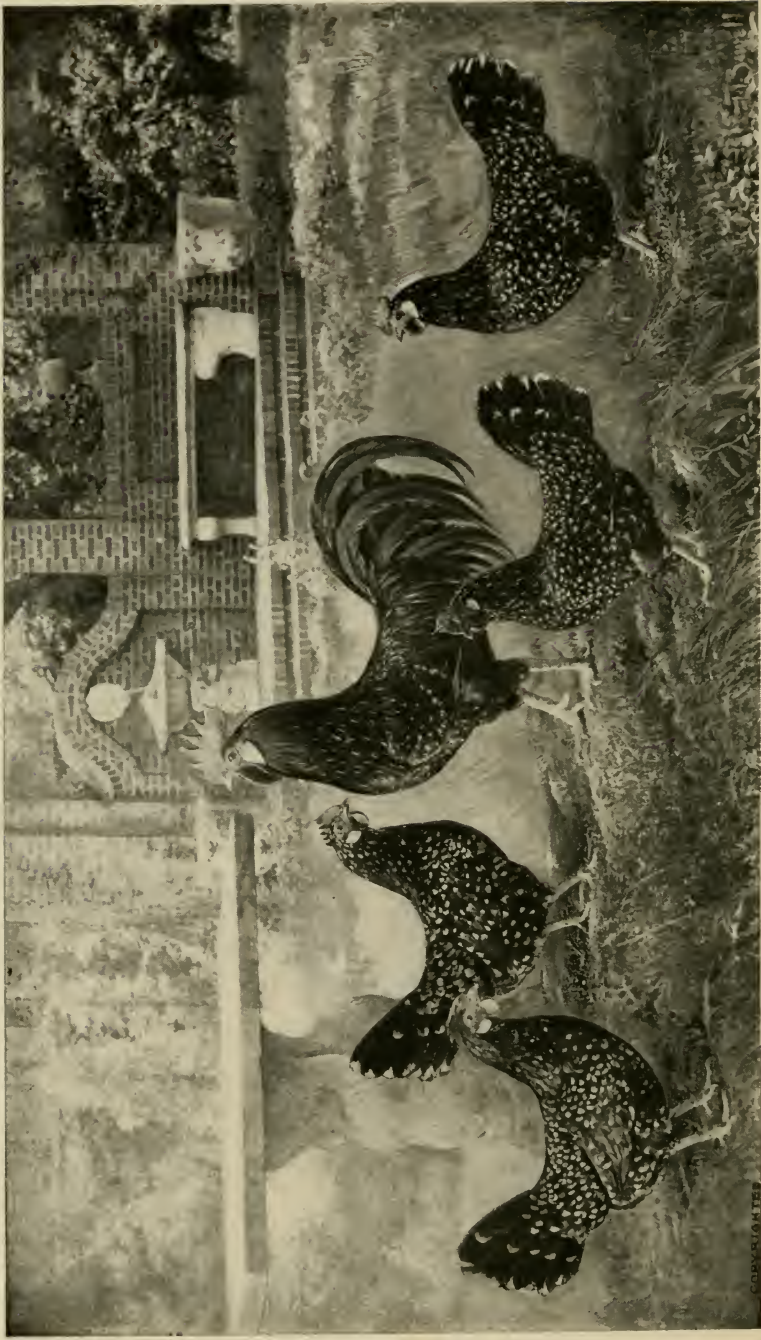




Ancona breeders are invited to join the International Ancona Club. Membership and annual dues \$1.00 per year.

H. CECIL SHEPPARD, President,
Berea, Ohio





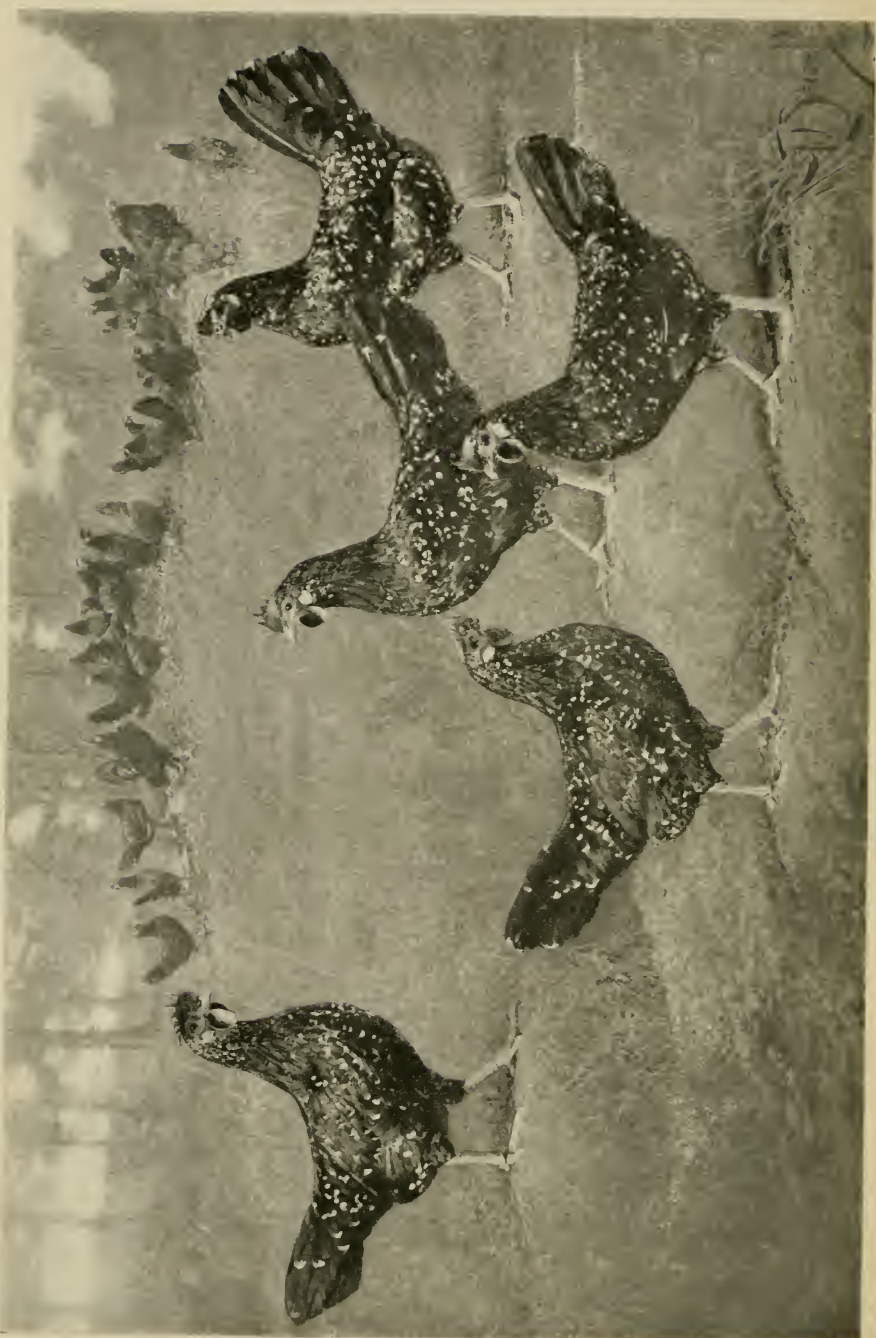
First Prize Pen, Madison Square Garden and Forest City Exposition

© 1911



FIRST PRIZE WINNERS, MADISON SQUARE GARDEN NEW YORK DEC. 1914. BRED BY FLETCIL SHEPARD BEEDEA, OHIO U.S.A.

First Rose Comb Pen, Madison Square Garden, New York City.



ANCONAS

You may talk about your Plymouth Rock, your Wyandotte, or Red;
You may claim that in a contest, each one came out ahead;
You may talk about Minorcas, or the wonderful (?) Campine,
But for eggs in zero weather, it's the Ancona for mine.
You may preach about your Leghorns, and the many eggs they lay;
You may talk of table qualities in other breeds that pay;
You may sing about your Orpington, or the Brahma or the Game,
And what you say about each one, may count for all the same.
But when you come to summing up, just keep your fingers straight;
Subtract for fault, for merit add, to each in proper rate,
And when you draw a line across, and add your fingers up,
You will see that Miss Ancona carries off the silver cup.
You'll find that with the best of them she is right there with the looks—
It's the bird in life that really counts, not pictures in the books.
She's like some men, she drinks a lot, but water doesn't cost,
And she'll be "Johnnie on the spot" when eggs are worth the most.
Now when you get down to the eats they all must back away,
What others gobble in a meal will feed her all the day.
Now, brother man, don't be a chump—open your eyes and see;
Get a great big hunch, buy a speckled bunch and be happy then, like me.

—(Written by James L. Hendry)

Louisville, Ky.

Reliable Poultry Journal

BY LEO J. BROSEMER

At Forest City Exposition Anconas made an impressive display. H. Cecil Sheppard, Berea, Ohio, cooped the best exhibit of Anconas, representing both types of combs, we have ever seen. His birds show the wonderful progress he has been making, not alone in their approach to Standard shape, but also in preciseness of markings, especially in the Single Combs. Mr. Sheppard's third prize Madison Square Garden cockerel won first as a cock here, winning over his first cockerel at the Garden. This bird has a full tail of fine color, a nicely shaped, full-breasted body and grand head points, including a firm, five-pointed comb. The first, second and third prize cockerels showed many signs of Sheppard quality. First was a stylish bird, beautifully mottled with fine tips, with smart colored wings, good length of neck and legs, and he handled himself well, standing or moving. His tail had the correct natural carriage. Second was a beautiful model, reachy and long in body, with bright red eyes, pure white lobes and full sickled tail. His coloring was exquisite. The mottling was distributed over his body like flakes of snow over a glossy greenish-black mantle, and when slightly excited he exhibited a wonderfully racy style.

On hens, Mr. Sheppard carried the first, third and fifth ribbons back to Berea. All single prizes on pullets, except fifth, were captured by him. First pullet was an exceedingly shapely specimen, not as far along as some of the others, but covered with distinctly mottled plumage of that satiny condition which indicates perfect health. Her show companions were well finished, with well developed heads and bodies, making lines approaching those of fully developed Standard females. The constant attention, coupled with the fashionable blood lines of the Sheppard exhibit, played an important part in their winning the Royal Grand Championship for "best display of any one variety in the show" on the Single Comb variety, and "Reserve Royal Grand Championship" for the "second best display of any one variety in the show" on Rose Comb Anconas.

In this later variety the "Sheppard bred and owned" string of cockerels won every prize put forth. The sweep of back, symmetrical long body and tidy head points of the first prize cockerel were particularly pleasing. The Sheppard pullets made a clean sweep of prizes from first to fifth. In the pen classes, first and second pens in both varieties were decorated with the blue and the red ribbons. Rarely does one see a pen as well matched as first Single Comb pen. With shape bordering on the Standard and color showing the clear contrast and uniform scattering of tips, this pen would stand out in almost any show. The same gilt edge quality marked the first Rose Comb pen.

