POULTRY
PLEASURE
AND
PROFIT

W. R. FISHER
HOPE, N. D.

POVLTRY *for* PLEASURE *and* PROFIT

V · R · FISHEL
"WHITE PLYMOUTH ROCKS"
"THE BEST IN THE WORLD"
HOPE Y Y Y Y Y INDIANA

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"THE BEST IN THE WORLD"

First Prize Pen,
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J. P. J.
L. A. STAMMER

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L. A. STAMMER, ART.

and, Dec. 8, 1911.

POULTRY FOR PLEASURE AND PROFIT

No Carcass Like That of a Fishel White Plymouth Rock

U. R. Fishel

THE breeding of poultry presents a better opportunity to combine pleasure and profit than can be found in any other safe and sane occupation. It gives the business man something to divert his attention from the cares of large transactions; the shop worker finds in it a source of pleasant recreation, while it adds to the comforts of his home and reduces his expenses; the professional man can get away from his profession and get in touch with nature while caring for his fowls; the old man who has given into younger hands the larger activities of life can find in poultry something to give him an occupation and prevent him from feeling that life is a dull affair after all his years of endeavor in other fields; the boy whose activi-

ties need some safe outlet can be given a flock of poultry and thus be bred to habits of profitable industry while finding amusement with a flock of hens, and saving him from seeking other and much worse things through which to manifest his surplus vitality; the invalid who is not capable of hard work, but feels that he would be glad to have some fixed task to help him pass away the dull hours, will find in the care of poultry exactly what he needs.

All these may find poultry interesting, pleasure-producing and profitable, merely as a diversion from the larger or less interesting duties of life. Poultry keeping offers a field for experiment, for developing skill, for studying nature or for passing pleasantly hours which otherwise might drag for lack of a pleasant pastime or diversion.

In poultry keeping the practical man finds a way to develop his ideas in a way that will not only benefit himself but add to

the general fund of knowledge. He who studies poultry has an opportunity to study the science of breeding, feeding, and mating in a way which may be applied to these phases of livestock breeding anywhere by anyone.

If the poultry keeper happens to be of an artistic temperament he finds in breeding poultry, living, and really intelligent mediums on which to try his skill. He does more than paint a picture or chisel out a statue in cold and unresponsive stone. He deals with life and makes pictures which live, and more, whose eyes see, whose ears hear and all this in colors such as no artist ever was able to lay on canvas, be he ever so skillful. No man ever succeeded in painting the red of a cock's comb as it is seen in a healthy fowl, no pigment gives the sparkle that is found in the eye of a bird, no brush so dainty or so well handled that it could be used to paint a single feather as it appears on the commonest fowl. The poultry breeder deals with a pigment which can never be put on a palette and spread with a brush. He is at once painter and sculptor because by his skill he builds the shape of his favorite fowls and gives them color in plumage, comb and

wattles, legs and toes. There can be no greater pleasure for those who love animate nature, who seek the pleasure that comes from seeing our dependents grow and mature under our ministrations, than comes to the man or woman who takes a setting of eggs and cares for them until they have

been hatched and the young have grown to mature perfection.

The beauty of it all is that this work does not require extended space or large capital. It may be carried on during the idle hours of morning and evening in a space so limited that it could be used for no other useful purpose. The capital required is so small that any one may take up the work and carry it to a successful completion, and by this we mean that the breeding of poultry of high quality may be followed as successfully in the back yard of a city lot as on the largest farm. The only difference

between the "back-yard" poultry breeder and the most extensive poultry man in the country is simply one of degree. The one is likely to take up poultry breeding as a matter of pleasure alone, leaving the matter of profit aside as the merest incidental, while the other may breed poultry extensively because it is the most profitable and pleasant industry that

Poultry for Pleasure

he can take up. The "back-yard" poultryman has exactly as good an opportunity to breed fowls to the greatest possible perfection as has the man who rears them by the thousand. It is a well-known fact that some of our most successful exhibitors of poultry breed but a few fowls and keep these solely because of the pleasure they may get from them.

Another thing: Poultry may be bred in any part of the country with perfect success. This opens the industry to anyone anywhere who is seeking recreation combined with profit, for it is hardly possible to breed fowls of any kind without receiving some benefit from them in the way of profit and he who selects from the best known strains of pure-bred fowls and breeds them carefully, (as he will breed them if he seeks pleasure first) will surely find that they are a profitable investment.

That poultry breeding is a source of pleasure to which many men and women turn, we have only to mention the fact that a great sugar broker of New York City, a man who buys and sells sugar by the shipload, has a fashion of leaving his office at five every afternoon and going to his home, where he ceases to be the man of large transactions and becomes

an enthusiastic poultryman, spending most of his working hours outside of office hours in his poultry yard, in which there is less than one-third of an acre. Another man, a great corporation lawyer, keeps fowls and cares for them with his own hands, and who shall say how many verdict-compelling arguments

have been perfected while this man has been watching his fowls and admiring them, away from the rush and roar of his city office? Another man who rules the destinies of a great railway system is never happier than when he can forget stocks and bonds and the shifting of market values and get out among his hens at the end of the day. A woman whose whole time seemingly is taken up with her social duties renews her vitality and gets real rest by taking care of her fowls at her house just outside the limits of one of our great cities. A manufacturer whose

production runs into the millions and whose goods are found in every town and hamlet in the country, will turn away from his desk with a sigh of relief to talk chicken to any poultryman who chances to visit him. We have seen a broker desert the floor of the exchange where he trades in large amounts every day with the remark

Poultry for Profit

that "he could take but a few minutes to talk about his fowls," and then forget business for two hours, because the most pleasant part of his life is talking about his birds and telling what he plans to do with them. It is good for any man or woman to get away from the humdrum and routine of every day for a little while at frequent intervals and breeding poultry offers exactly what is needed to absorb the attention and give mind and body a real rest. Idleness is not rest as long as the mind continues to run along the channels of business, and the business man, the man whose regular occupation is monotonous,

stock industry. The products of the poultry yard are always in demand at prices that are profitable to the producer. There is no place so remote, no neighborhood so far from markets that eggs and poultry are not in demand. The poultryman need not wait six months or a year for his profits. Once he is started and he has eggs or poultry, or both, for sale at least every week in the year. He need not wait to realize on his investment or get paid for his labor until some later time. No matter where he is or what time in the week he offers his products for sale a buyer stands ready to take them in any quantity

Such a Flock a Pleasure to Own and Profitable to Keep

will forget his business while caring for his poultry, and both mind and body will be rested and refreshed.

These are a few of the pleasure-producing phases of the poultry business, only a few, for the keeping of poultry has an almost infinite possibility in this direction because it is a business which varies with every hour and constantly presents some new diversion or cause for study.

As a business from which to derive profit poultry keeping is adapted to the capacity of everyone and the financial ability of everyone. The keeping of poultry is without doubt the most profitable branch of our live-

and ask for more, and still more. Further, the poultry breeder can make a very good estimate as to the prices he will receive, as prices run about the same level for the same months year after year, with the favorable exception that poultry products have been rising regularly year after year for the last ten years, which means that production has fallen behind consumption and the increased demand has increased prices.

Given the same amount invested, the same attention, the same business ability and the same place of operations, the poultry keeper will realize a larger return for his labor, expense and investment than can be

realized in any other legitimate and respectable business. The work is not hard and as we have tried to point out, it carries with it many pleasant features which make it still lighter, for we all know that cheerfulness lightens labor and the poultryman has more reason to be cheerful than almost any other man, because his profits do not depend on the season, the weather, or the financial condition of the country. The winds may blow high or blow low as far as the poultryman is concerned. People must eat and he supplies food products which are in universal use. He need not fear droughts or hail storms, wars nor rumors of war. His business is safe and profitable no matter what may come to other lines of human endeavor.

The great question is as to the breed to select. For all purposes, whether it be to bring pleasure or to produce profit, there is no variety which equals the White Plymouth Rocks. This is true not because it is set down here as the dictum of one lover of poultry, but because more people who are seeking profit and pleasure in poultry breeding—pure-bred poultry—are coming to breed White Plymouth Rocks than are taking up any other breed. This is proved by the reports of the shows, by inspecting market stands or by driving through any parts of the country and noting the varieties of fowls kept.

There are sound reasons why the White Plymouth Rocks have become the great favorite of the poultry keepers of this country. It is the ideal market fowl, thick and wide of

breast, heavy of thigh, firm and fine of flesh. No more palatable dish can be placed on a table than a White Plymouth of any age with its fine-flavored, sweet and palatable flesh. The White Plymouth Rock as a table fowl shows flesh among the fibres of which will be found tiny globules of fat. When the fowl is cooked the fat globules melt, leaving the flesh tender, juicy and toothsome. This is not an accident. The White Plymouth Rocks have been bred with the table in view since their first introduction.

With its good qualities as a table fowl it carries the ideal shape of the egg producer. The long deep body, great heart room, showing great vitality, and large capacity for digestion, broad and deep at the rear, strong of limb and alert of eye, no fowl could better represent the laying type than the White Plymouth Rock.

With its table qualities and laying capacity the White Plymouth Rock combines what a cattle breeder would call "good feeding" qualities. That is, its abounding vitality enables it to digest its feed perfectly and thus make the best possible use of all it consumes, whether it be used in making eggs or building up bone and flesh to delight the market man and the cook when its career as a layer is ended and it meets the common fate of all fowls.

As a fancy fowl the White Plymouth Rock takes a distinct lead ahead of any or all other varieties. More White Plymouth Rocks are found in the big shows than can

Looking Down Scratching Shed Row at "Fishelton"

be found of any other one variety, because fanciers have found that the demand for White Plymouth Rocks of high standard quality has gone beyond the demand for other varieties and they take up this variety in order to meet the demand.

The poultry keeper who takes White Plymouth Rocks as his specialty and starts with the right kind of stock need not fear that he will lack buyers. Other varieties are boomed and praised by their enthusiastic admirers, but the White Plymouth Rocks have outlived this artificial support and have steadily progressed in spite of all the tricks of the trade which have been used to boom varieties both younger and older, and today

stands the leader, the ideal of American fanciers, producing more poultry, more eggs and more money, labor and expense considered, than any other breed in the world. The producer of White Plymouth Rocks of high standard quality realizes higher prices on an average than the producer of any other fowl, no matter what its name or pedigree, because it commands a better price and produces a larger percentage of high-quality chicks than any other variety in the standard of perfection—bar none.

These things are true not because we say them, but because they are down in so many words the unspoken verdict of thousands of admirers of this great American variety.

WHAT VARIETY OF POULTRY is the most profitable

THERE is no doubt but what we are all convinced of the fact that the rearing of poultry is profitable, also that there is nothing that will give one as much pleasure. Being convinced that the rearing of poultry is a pleasure and is profitable, the first question we ask ourselves is what variety of poultry is

the most profitable.

There are as we all know many different varieties of fancy poultry and it seems that most every one that takes up the rearing of poultry is anxious to try every variety or at least several varieties. This is one of the pitfalls in the poultry business that has wrecked many a person. One variety of chickens and ducks is enough to take one's time, and to successfully breed good birds one need not have, in fact, must not have but one variety.

The writer some thirty years ago, like most every one else, supposed that to make a success of the poultry business must breed several varieties. We had Plymouth Rocks, Leghorns, Brahmas, Cochins, Wyandottes, Games, in fact, about everything in the poultry line. The result was our breeders would get together (no matter how closely they were watched), and at the end of the season a lot of birds, but no one

variety we could see much improvement in. After a few years of this kind of work we were convinced that to make rearing of poultry a pleasure and at the same time profitable we must select one variety of fowl, and having had several years' experience with all varieties we have found with them that none

appealed to us as did White Plymouth Rocks. The good size of the fowl, the beautiful snow-white plumage, the rich red head, combs and wattle, with the rich yellow shanks made a combination that no other fowl possessed, therefore, we adopted this variety of fowl and the results obtained from them is surely convincing proof to you, my dear reader, that no fowl can or will give you the results in

every way as will White Plymouth Rocks. I am confident of the fact that "Fishelton" could never have been the Poultry Plant it is to-day had any other variety of fowls been selected. When you have the combination of beauty and profit you are sure of success. Why then experiment with other varieties when you can take up White Plymouth Rocks, a fowl that has proven itself to be "THE MOST BEAUTIFUL AND PROFITABLE" for the novice as well as for the experienced fancier?

U. R.
FISHEL
ORIGINATOR
▼

THE BEST
IN THE
WORLD
▼

"King of Fishelton"
One of the Most Perfect Specimens We Own

LASTAHMER, ART

THE POULTRY BUSINESS

as we have found it

WHEN a mere boy ten years old, or in the year 1876, I owned my first poultry. A neighbor lady had a pair of old-fashioned spangled, or rather speckled bantams. At that time we called them "speckled" bantams. I fell in love with these pretty little fowls and worried the life out of the lady until she sold me a sitting of those bantam eggs. From these eggs I started in the poultry business. My father was running a hotel at that time and I had quite a nice trade with the traveling men, selling them bantams for their children. The price realized was one dollar and fifty cents a pair.

I carried on this bantam business for four years, in the meantime changing from the common bantams to the Black Breasted Red Game Bantams, and I must say I had a beautiful lot of these fowls.

Not having money enough to buy more poultry, and having carefully read every poultry journal I could obtain, I became infatuated with the Brown Leghorn, and in the

year 1880 I took my buck-saw and sawed wood, securing a dollar, with which I bought a sitting of Brown Leghorn eggs. The eggs reached me in good shape and I had one of my mother's best old hens on a good nest waiting for them. I placed the eggs under the hen and watched her carefully every hour in the day to see that she was attending to her duties. Food and water were kept by her nest, so she had no cause to not attend strictly to business.

I remember to this moment the beautiful picture that met my eyes when I looked at the hen on the nineteenth day. She was sitting on her nest with a fringe of little striped heads all around her. I lost no time getting to the house to tell my mother of the beautiful sight, and when the chicks were taken off the next day I found every egg had hatched. I felt that I had a fortune in that lot of chicks, and by careful attention I reared every one of them to maturity. One of them, a pullet, grew up with a crooked

back, so it was worthless, but the remaining birds were all good ones.

I exhibited them at the county fair that fall and won second prize on a pair at our fair and first prize at several other county fairs.

The next season I advertised—yes, remember I advertised, and will say sold every bird I had to spare, which was but four. My advertisement cost \$1.50 and I sold, if I remember right, \$8 worth of birds. I took \$3 of this and bought a male bird to head my pen the next season. At that time \$3 was a large price for a chicken, and my folks thought their boy had lost what little sense

land by J. C., so we had several varieties for one year.

I soon saw that this was impossible, and I told my brother we must take one breed and put our time and work on it, as it was impossible to keep several breeds from “mixing,” and we were not treating our customers right by shipping out eggs that we were doubtful as to their being “right.”

It has often puzzled me how anyone can afford to buy stock or eggs of a breeder that has several breeds of fowls when they can go to a specialty breeder and feel assured, in fact know, that they get what they order.

We decided to make a specialty of Black

Line Bred Fishel White Plymouth Rocks, Mated for Production of Exhibition Specimens.

he had when he paid \$3 for a chicken and \$1.50 for an advertisement. But I kept at it and am pleased to say the harder I worked with the chickens, the better I liked them, and the more money I spent for advertising the more returns I got.

At last, in the year 1882, I went into partnership with my brother, J. C. Fishel, he being a married man and owning a tract of three and one-half acres of land. We decided to breed nearly every variety known, as most fellows do when they go into the poultry business. I agreed to do the work on the plant to offset the furnishing of the

Langshans and discard every other fowl on the farm. For several years Fishel Bros.' Langshans were known throughout the United States as the best possible in this breed.

When we bred but one breed we made money, and so can anyone that will take up one breed of fowls and push them, and especially so, if this breed of fowls is White Plymouth Rocks.

Getting at the age where I felt I should get away from home, as most every boy has this idea in his head at a certain age, I secured a position in Alabama to manage a

White Plymouth Chicks on Free Range at "Fishelton" where they are Reared by the Thousands

poultry farm. While I was away from home my brother sold out the entire stock of Langshans, and for the time being stopped breeding poultry.

I returned home from the South, and with the assistance of my sister, I embarked in the hardware business, feeling that I had outgrown the poultry business and should get in the mercantile business. Where ninety persons out of every one hundred that enter the mercantile business make a failure of it, by close attention to business I made a success of it.

While riding across the country one day I noticed a farm yard covered with white fowls. Immediately the chicken fever developed worse than ever, and I could not resist the temptation to stop and ask if I could buy a pen of fowls. They told me they were White Plymouth Rocks, and I secured a pen of them, if I remember right, fifteen hens and an aged cock bird for \$15.

I took the fowls home, and at spare time, when home for my meals, I cared for the beautiful White Rocks. Always believing in advertising, I spent that season three dollars and fifty cents for a breeder's card in one of the leading poultry journals. I received for eggs and fowls from this advertisement over one hundred and fifty dollars.

Being in business for a few years, this large return from so small an investment caused me to stop and figure. If I could do this well with poultry, why not spend more money advertising and secure equally as much more business. I did it, and soon my

little side issue poultry business was making me more clear money than my mercantile business, with all its cares and worries. I increased my advertising; bred better White Plymouth Rocks, and more of them, until I was handling over one thousand birds a year on a tract of ground about eight rods square, this same tract containing our home, stable, etc.

My White Plymouth Rocks at that time were making me more clear money than my mercantile business, so Mrs. Fishel and I decided to sell the mercantile business, buy us a farm, and go into the poultry business right.

We bought a 120-acre farm, paying for same six thousand and five hundred dollars, that is, we paid one thousand (money earned from White Plymouth Rocks), and promised to pay the remaining fifty-five hundred dollars in yearly payments, which I am pleased to say has all been paid, another farm purchased, together with varied other interests and real estate in various states, and a little money left on hand with which to carry on the business.

The first year on the farm we sold something like two thousand White Plymouth Rocks. By hard work, close attention to business and with the help and guidance of our Creator, to whom we owe everything, we are pleased to say we are now selling over fifteen thousand U. R. Fishel White Plymouth Rocks each year, they going to all parts of the world, and "Fishelton" is known as the largest Specialty Poultry Farm on the globe.

WHITE PLYMOUTH ROCKS

the most beautiful *and* profitable Fowl of today

AFTER BREEDING and rearing most all varieties of poultry, the writer some twenty years ago while driving in the country noticed the stable yard and adjoining fields of a prosperous farmer covered, so to speak, with beautiful white fowls. I stopped, and in talking about the fowls was informed they were White Plymouth Rocks. I at once bought a flock of fifteen hens and one male bird. But a few weeks had passed since se-

swer is they are the most beautiful and profitable of all breeds. No fowl can adorn the lawn or fields of the farm as can White Plymouth Rocks. No fowls so becoming to the city or suburban home as White Plymouth Rocks. Astoin what way are they more profitable? There are no fowls that will produce as many large brown eggs as will the Fishel White Plymouth Rocks. Egg production has been our slogan for nearly twenty years, and today we are

A Pen for the City Fancier

curing these birds until I was convinced that the White Plymouth Rock was the best egg producer that I had ever owned. Their great egg-producing qualities added to their superior table quality made them the more profitable. I at once became so deeply interested in the breed that my whole time was devoted to them, and as a result there are today more White Plymouth Rocks reared and sold than any other fowl.

Naturally you ask why more White Plymouth Rocks than any other fowl. The an-

proud to say the Fishel White Plymouth Rocks produce more eggs in a year than any other fowl.

As a table fowl no breed has ever won the admiration of the leading poultry dealers as has White Plymouth Rocks. The broad, full breast, the long keel and the plump carcass of this fowl has never been equaled. Owing to their quick and hardy growth, for broilers and roasters, the leading markets demand them. There is no fowl as beautiful and profitable as White Plymouth Rocks.

By Far the Largest Specialty Poultry Farm in the World.

Edward B. Fishel

I BELIEVE with the many illustrations of buildings, etc., shown in this catalog that but a brief pen picture is needed. "Fishelton" is a "colony house" plan poultry farm. By that is meant we do not use continuous houses. I admit the continuous house plan is a labor-saver, but the colony plan is a fowl-saver, and I have found it more profitable to save the fowls and pay out a little more for labor. With the colony plan there is no chance for an epidemic to go through your flocks. With the colony plan your fowls have unlimited range, always having the yards covered with a good grass sod. With the colony plan your birds are stronger, eggs more fertile and the vitality

of the strain is made stronger in place of weaker.

So often do we notice the breeder (who uses the continuous house plan with narrow, bare yards for his fowls) complaining of eggs not hatching, birds very weak, etc. I am thoroughly convinced that no breeder who desires to give to his customers strong, vigorous stock can do so under any other system.

"Fishelton" proper contains 120 acres with an annex of 70 acres, making 190 acres of good rolling land. The poultry yards proper contain 33 acres, all of which is surrounded by five-foot netting fence. It would be well to note here that a five-foot fence is all that is needed to turn White Plymouth Rocks; in fact, I have had customers tell me they have yarded their birds with a three-foot netting.

Fifteen acres of the 33 are used for breeding yards, the same being made nearly square,

believing a square yard better for poultry than a long narrow one. The cross fences are five feet high with a two-foot netting on the opposite side of the posts about six inches from the ground to prevent the male birds fighting. The 33 acres are all set out to fruit—apple, peach, cherry, pear and plum. I am pleased to say the income from the fruit trees will soon pay the running expenses of the farm, leaving the poultry income profit.

Buildings

As to buildings used to accommodate the several thousand White Plymouth Rocks reared and handled each year at Fishelton, I will endeavor to describe our system of housing, etc.

We have an incubator cellar 58 by eighteen feet, in which is one ten thousand mammoth incubator and twenty small machines. Above the incubator cellar is the brooder room where are located six Paradise brooders, egg room, etc. The brooder house is connected with the incubator cellar and is 140 feet long by sixteen feet wide. At the east end we have a furnace room with wash room above, in which all our washing of exhibition birds is done. The main building of the brooder house is 123 feet long and is divided into pens eight feet wide. There is a passage-way of three feet at the rear of room, same being three feet deep. This passage-way is so constructed that one can attend to brooder lamps with ease. The remaining thirteen feet of floor space is divided as follows: eight feet of wooden floor on which are set the brooders or hovers. The

remaining five feet is soil in which green food can be reared for the chicks. The brooder rooms are divided by a partition of an eight-inch plank with doors in each partition permitting the moving of chicks from one apartment to another without handling them. There is no doubt but what this system of brooding is a good one, as our death rate in chicks for the past few years has been very light indeed. The shipping house is sixteen by 100 feet, part of which is two-story, the upper floor being used as a conditioning room for the preparation of birds for exhibition. The lower floor has one large room for cooping; there are also seven rooms with a capacity of about 450 birds. The north wall, the entire length of this building, is equipped with exhibition coops in which are placed male birds to be shipped out. We have a capacity in our shipping house for at least a thousand birds at one time. We have never shipped a thousand in a single day, but have often shipped between three and four hundred.

We have a conditioning house sixteen by 48, with an "L" sixteen by twenty. This house has eight pens and single coops that will accommodate 84 birds. We have ten breeding yard houses eight by twelve, six scratching sheds eight by 24, two Tollman plan houses twelve by twenty. There are 108 colony houses, five by ten, made of piano boxes. These are scattered all over the farm. The coop, storage and private stable is 40 by 50, two stories. The feed storage and stock barn is 60 by 90 with sixteen by 32 silo attached. Another storage barn is twenty by 60.

The scale shed, with pigeon loft above, two tenement houses, and many other buildings too tedious to mention. Come view the buildings at Fishelton.

We have our own water plant furnishing fresh water to all parts of the farm.

The several halftones and the bird's-eye view in the back of this catalog give you no doubt a better idea of "Fishelton" than does the above, but combining the two, and then a visit to "Fishelton" and you have a good idea of what can be done with poultry, especially if that poultry be White Plymouth Rocks, the U. R. Fishel kind.

Hope, Indiana

Is one of the nicest country towns in the great State of Indiana, a town of fifteen hundred souls. Two hotels, electric lights, natural gas, paved streets, etc. One of the best agricultural countries in the United States, around Hope, and I suppose more good poultry shipped out of Hope than any other town. Hope is situated on the C., H. & G. branch of the Big Four New York Central R. R., 75 miles from Cincinnati, Ohio, 40 miles south of Indianapolis, Indiana, fourteen miles from Columbus, Indiana. Passenger trains daily except Sunday.

After the Day's Work is Completed

U. R.
FISHEL
ORIGINATOR
▼

THE BEST
IN THE
WORLD
▼

"Queen of Fishelton"
An Almost Perfect White
Plymouth Rock Hen

L. STAMMER, ART.

HOW TO MATE WHITE PL. ROCKS

ONE would think after our thirty years' experience selecting and mating fowls for breeding purposes it would be an easy task to tell others how the work is done. Could we have before us a pen of fowls and the reader of this catalog, we could easily explain to you how to mate your birds for best results, but this being impossible, we will do the best we can and tell you how the U. R. Fishel White Plymouth Rocks are mated and line-bred. I believe the results our matings have produced is proof enough that our way of mating and breeding has been the proper way, for no strain of fowls have produced the great number of choice exhibition birds as has the Fishel White Plymouth Rocks.

In mating our breeding yards each season we always select with great care the male birds that are to head the yards, as the male is half the pen. Some of these birds have show records, others have not. All fowls for breeding purposes should have blood lines that you know are of the best, for "blood will tell" in poultry as well as anything. If you do not own a male good enough for your mating, buy one, for it will be money well spent. With a male White Plymouth Rock of good size and shape with

a comb of from three to six serrations, we would mate say eleven females, birds of standard size. We like the females to have good broad backs, deep bodies, with broad, full, round breasts. Tails carried at about the standard height. We like the tails on both male and females well spread. Should the tails of the females be not well spread, by all means mate to them a male with well spread tail. Always select a male strong in the sections where the female is weak or vice versa.

The mating of White Plymouth Rocks to produce choice specimens is no great secret so long as you have birds that are bred right, therefore, it behooves you to buy fowls that you know have blood lines behind them, or, in other words, buy birds that are line-bred and you will have little trouble securing good results from your matings. When you buy fowls that have been produced by haphazard matings you need not expect very much from your matings. The buying of poor bred stock has been the cause of many failures in all lines of livestock breeding.

What is Meant by Line-Bred Birds or Line-Breeding

What is meant by line-bred birds, or line-breeding is a question often asked me. Line-breeding is where the same strain or family of fowls is bred continually for years without injury to the vigor or stamina of the flock or

Breeding Pen Properly Mated for Best Results Possible

individual specimens. You will pardon me for taking as an illustration, my own strain of fowls, the Fishel White Plymouth Rocks, as I feel I can better explain the matter by doing this than by taking some other line-bred strain with which I am not well acquainted.

Several great advantages are gained by buying line-bred birds for your foundation for a flock of fowls, among these being: first, you can expect them to produce better offspring than the parent stock; second, you will get excellent layers in line-bred birds, for no breeder would think of breeding hens that were not good, I will say exceptionally good, layers. Still, another good reason for buying line-bred birds is, the results of a mating are easier controlled than in specimens bred in the old haphazard way. To start breeding in line, or better, to start a line-bred flock, you must secure the best birds which you can possibly afford, and if possible, secure for your foundation stock birds that you know are line-bred. For example: we will say you have brought a breeding pen of ten females and one male for your foundation stock of Mr. A, who has practiced line-breeding for years. You rear this season from this pen several hundred very choice pullets and cockerels. After the birds have matured you are ready to mate your yards for the coming

season, select from the lot your very best cockerel and mate him to your hens. Select your very best pullets and mate say ten of them to your cock bird. Reserve some of the remaining cockerels and pullets for fear of losing some of your breeders, also for fear the following season you will want several yards; in that case you will need more females than you now have in your yards, as also a few male birds. In selecting your breeders always look well to standard requirements so as to keep improving your flock as you progress.

The coming season I would suggest as a cheap way to infuse new blood, but not foreign blood, ordering a sitting of eggs from whom you got your first pen. The chicks from these eggs, being line-bred, or bred in line with the birds you already have, will produce both males and females which you can use the following season in refreshing your flock or building up certain defects which you may wish improved or bred out. If you feel you need no help from the parent stock of your flock do not get the eggs, but take the progeny from the two pens and mate them—the cock bird to the offspring of the cockerel and hens, and the two-year-old cock to the progeny of the cock and pullets, while the young birds can be mated up as previous season the following year. The progeny of

the old cock bird (this being the last season you can use the old bird, owing to age) will mate nicely with anything you have in the flock.

By following up this system of line-breeding and mating you can soon have your birds under perfect control, so that in one season you can breed low combs or any other special point you desire. Never introduce foreign blood in a line-bred flock. If you feel you must have some foreign blood in the flock (but I know you will not find this necessary if you follow the system of line-breeding as laid down here), buy a male

bird and mate him to a few very select hens, selecting the coming season a male bird from this mating for another special mating, and the third year the offspring will contain enough line-bred blood in them to not tear down any work you have accomplished in building up your flock. If you buy new blood of the party from whom you got your foundation stock it is not necessary to follow this plan, for the birds are already line-bred and will nick much better with your flock, improving it at once, as you get the benefit of the breeder's several years' work and experience.

WHAT, WHEN *and* HOW TO FEED

Methods used at Fishelton

POULTRY FOODS and method of feeding is an important factor on any poultry plant, large or small. The one great aim is to feed food that will give you the best results and at same time save as much money as possible. There is no doubt but corn, wheat and oats in some form or other is the basis of most all poultry foods. There are quite a few prepared foods on the market that are about as good as you can use if you have but a few fowls and do not live in the grain belt of this great country. Most all scratch foods are properly mixed and contain a variety of grain and seeds, together with meat scrap, bone and grit. In feeding scratch grains already prepared, I would suggest that you give to each fowl a small handful of feed three times a day in winter and twice a day in summer. Dry mash has gained favor rapidly with poultrymen in recent years

and the use of it for a short time on both old and young stock will soon convince one of its excellent qualities.

Methods of Feeding at Fishelton

The feeding of young chicks is a very important thing on any poultry plant, for the success of the year's business depends on how many chicks you rear. The care and feeding of baby chicks is fully described under "Rearing Poultry Artificially," so we will here tell you how the Fishel White Plymouth Rocks are fed after they have left the brooders. We believe in hopper feeding young stock as we have found they grow better if they can secure feed whenever they need it. We keep two hoppers in each colony house and several large hoppers placed at different points out in the fields so that the chicks can always have food convenient whenever they desire it. Take the chick that grows up around the stable on the farm and they always make quicker growth and mature into better speci-

Flock of Farm-Reared Youngsters in Winter Quarters

mens. This is because they have a variety of grain and can get it whenever they desire it.

One of these hoppers is filled with a mixed grain or scratch food. This feed is made up of cracked corn, wheat, kaffir corn, sorghum seed, millet, buckwheat, meat meal, rolled oats and hulled oats. To make up ten bushels of scratch feed, we use two bushels cracked corn, four and three quarters bushels wheat, one bushel hulled oats, one-fourth bushel sorghum seed, one-half bushel kaffir corn, one-half bushel buckwheat, one-fourth bushel meat meal, one-half bushel rolled oats, one-fourth bushel millet.

This mixture makes one of the best grain foods we have ever used. If you wish grit added you can use one hundred pounds, but where growing chicks have plenty of range they need no grit in hoppers.

For scratch food for grown or matured fowls, the above mixture is about as good as

we can get with the addition of about four bushels whole oats.

The dry mash food is mixed the same for both old and young stock and is before the birds at all times.

Our dry mash is made as follows: Two hundred pounds wheat bran, fifty pounds corn meal, one hundred pounds shredded wheat waste, fifty pounds rolled oats, fifty pounds molasses alfalfa meal, ten pounds granulated charcoal, forty pounds meat meal. In this dry mash can be added, if desired, a pound package of any poultry tonic you desire to use.

During the winter months we feed once or twice a week a wet mash, using a mixture of wheat bran, two parts; corn meal, one part; alfalfa meal (scalded), one part; a little meat meal and charcoal, and you have a wet mash that will do the fowls a great deal of good.

During the late summer and fall months

we feed both old and young stock quite a lot of soaked and sprouted oats, giving them all they will clean up at a feed. Oats can be successfully sprouted by placing them in a sack, wetting thoroughly and laying out on ground in the sun until sprouted. The sack should be turned over twice a day and more water poured on same if the oats seem to dry out. In seven days' time they will be sprouted for use. In feeding soaked oats we let them soak a day before feeding. Larger birds can be raised on oat feed than on any other grain.

In feeding in winter months when birds are housed up for weeks, I consider feeding three times a day the best plan. Feed sparingly, but keep your fowls busy by scattering the feed in the litter upon the floor of the house.

The water question is of as much importance as feed, and you should see to it that your fowls have fresh water at all times.

The question is often asked me how much to feed, and I wish to say that in feeding poultry no given amount to each fowl can be used on all fowls. One yard one day may need double the amount of food it will need the next, so one must use his judgment after looking the flock over as to how much food they should have. On an average, a very small handful of feed twice or three times a day is plenty for each bird. You who care for your poultry should be able as soon as you step among the flock to tell about how much feed they should have. The person who studies his fowls' condition carefully is the one who succeeds in the poultry business and seldom has any sick fowls.

Sale Stock Back in the Timber.

POULTRY HOUSES

Piano Box House Under Construction

THERE is no doubt but what the majority of failures in the poultry business can be traced to the building of worthless poultry houses. When I say worthless I do not mean cheap houses, but expensive houses that were unfit for the housing of poultry. I have seen poultry houses costing many thousand dollars that were

nothing but death traps for poultry.

One of the cheapest and most convenient poultry houses for growing stock or a small pen of breeders is a house constructed of two piano boxes. Secure two upright piano boxes, also six pieces of timber two by four

inches, ten feet long, one hundred feet of ship lap lumber sixteen feet long. Carefully take the boxes apart, leaving backs and ends and bottoms all together as cleated; lay three of the two by four pieces of timber on the ground edgewise; take the two backs of the boxes, making the bottom of the house, the four ends of the boxes use for the back wall of the house, the fronts of the boxes will make the ends of the house, while the tops and bottoms of the boxes combined for the front of the house. The new ship lap lumber is used for the roof. Secure one sash of six lights, eight by ten glass for the front of the house. Cut an opening eighteen inches by three feet near the roof to give ventilation. This should be covered with one inch netting. The house can be covered and lined with good roofing

Scratching Shed House 12 x 24

paper. In this house you have a building at a little cost and one in which a bird seldom freezes its comb. The illustration shows manner of construction, etc.

Another good house for say fifty hens is built like illustration shown in half tone No. 3. This house is twelve by sixteen feet, six feet at rear and five feet at front. Curtain entire front which can be made to roll up or placed on frame and made to slide up near roof. This house is plastered with wood pulp plaster having a two inch dead air space wall. This house will accommodate nicely about fifty laying hens. The roosts and nests can be arranged to suit your own ideas.

Another style house, of which we have six, is a scratching shed house eight by twenty-four feet, as shown in half tones. The roosting room is eight by twelve, with scratching shed same size. At one time I considered this the better kind of a house for laying hens, but now believe the house as shown under half tone No. 3 the better house, and a better ventilated house. If one should want to keep a large flock of fowls I would suggest the building of Woods' improved open front poultry house, which I consider the best open front poultry house built today.

Some of the advantages claimed for the open front house are:

The front being always open there is no ventilation to worry about.

Pure fresh breathing air for the fowls both day and night.

Freedom from frost and dampness.

Not an uncomfortably cold house, because air is dry and pure.

None of the penetrating chill common to closed house in cold weather.

Comfortable at all times and in all seasons, in all locations.

No breathing over and over again of bad, foul, dead air.

Fig. 3. Dr. P. T. Woods' improved open-front poultry house. West elevation plan of timbers showing posts, sills, plates and rafters. Black squares are plates. W, W, W are windows. Scale on Fig. 2

Cool in summer and warmer and more comfortable than a closed house in winter.

Better health for the flock at all times.

Better egg yield, with less tendency to be affected by weather changes.

Better fertility and better chicks from the eggs.

Better returns for the food and care given the flock.

Economical to build, easy to use and every way practical and satisfactory.

Woods' Open Front Houses

(Courtesy of American Poultry Journal)

The Woods improved open front poultry house differs considerably from the plans first published, and is a much larger house. In essentials it is similar to the first semi-monitor-top open-air house. Features that experience has proved to be non-essentials have been eliminated. The plans here given are for a colony house for a large flock on a practical plant. By keeping the proportions similar the house can be built as a smaller colony building or as a continuous house. It has been successfully used as a long house twenty by four hundred feet, with pens twenty by twenty feet; as a small colony house eight by twelve feet, eight by fourteen feet and ten by sixteen feet. The depth of modifications of this house plan should not be made less than twelve feet for best results.

The large colony house, for which plans are presented herewith, is twenty feet wide by twenty feet deep, four and one-half feet high in front of low front section and six feet high at rear of same. This front section is eight feet deep; rear section is twelve feet deep and nine feet high in front, and five and one-half feet high in rear. This gives a building with plenty of head room where needed. Measurements are from ground level.

The house will accommodate 150 layers or breeders, and they will divide o. k. on the roosts.

Fig. 1 shows ground plan. It will be noted by compass that the house faces a little east of south.

This will prove best in most locations. The black squares on

Fig. 2. Dr. P. T. Woods' improved open-front poultry house. East elevation plan of timbers showing posts, sills, plates and rafters. Black squares are plates. W is window. D is door. Use scale on this plan for Fig. 3 also.

the ground plan show position of studs. It will be noted that the house is partly divided by partition from front to back. This partition is solid matched boards from floor to roof, from the back wall to the thin lined partition, nine feet six inches from the inner edge of front sill. This divided roosting section affords better protection for the roosting fowl in very windy weather. This solid partition has not been found necessary in small houses, but with an open front twenty feet wide it proves effective in stopping strong air currents about the roosts, when both windows and doors are open as well as the front. The balance of the partition is only eighteen inches high, and serves to prevent interference of males. No wire is used above this low partition, the fowls having access to the whole house. Four roosts, each ten feet long, are used on each side of full partition at rear of house. These are placed two and one-half feet above the floor and fourteen inches apart, center to center. Two by three inch stuff, with edges slightly rounded and placed two inch side up, is used for roosts. No dropping boards are used. Fig. 2 shows the east side of elevation, plan of posts and timber. Fig. 3 shows west side elevation of same. Sills rest on posts six inches above ground level. Posts are set three feet in the ground. If desired the sills may be set on a concrete or stone foundation. Black squares in these elevation plans are the plates.

Fig. 4. Elevation diagram of completed building—Dr. P. T. Woods' open-front poultry house. Front is always open, closed in only by galvanized wire netting, one-fourth inch square mesh. No curtains used in any part of the house. Windows kept closed in winter and all wide open in summer.

Plans show position of sills, studding, plates, rafters, door (D) and windows (W W). A strip of paper marked to correspond with the scale will give dimensions in feet.

Fig. 4 shows elevation diagram of complete building. Note that six light half sash are used for windows. The open front is covered only with one inch square mesh, galvanized steel wire netting. If a continuous house is to be built the colony house serves as plans for one pen; solid partitions every twenty feet. Wire front in a continuous house should be on frame and movable to clean house. No curtains are used in any part of house.

Material Required

Twenty short posts.

Four pieces four by six, twenty feet long, for sills.

One piece four by four, twenty feet long, for middle sills.

Five pieces two by three, twenty feet long, for plates.

Fourteen pieces two by three, two and one-half feet long, for window frames.

One piece two by three, three feet long, for door frame.

Seven pieces two by three, three feet long, for front studs.

Seven pieces two by three, four feet long, for rear studs.

Ten pieces two by three, seven and one-half feet long, for studs.

Two pieces two by three, three feet long, for studs.

Three pieces three by three, six feet long, for studs.

Three pieces two by three, seven feet long, for studs.

Three pieces two by three, four and one-half feet long, for studs.

Two pieces two by three, four feet long, for studs.

Eight pieces two by three, eight and one-half feet long, for rafters.

Eight pieces two by three, ten feet long, for roosts.

Fig. 1. Dr. P. T. Woods' improved open-front poultry house. Ground plan drawn to scale. A strip of paper marked to correspond with scale and used on plan will give dimensions in feet. W, W are windows. D is door. Black squares show position of studs on sills.

Piano Box House Completed

Eight pieces two by four, fourteen feet long, for rear rafters.

One thousand one hundred square feet lumber for sides, roof and partition.

Seven six-light half sash for windows.

Twenty running feet of one-quarter inch square mesh netting, thirty inches wide.

One thousand square feet roofing fabric for sides and roof.

Nails, hinges, screws, etc.

Windows in semi-monitor top should be put on with hinges from outside and made to open outward. They are run wide open, and are taken off altogether in summer.

It is a good plan to provide an inner wire netting door to use when house door is left open. This house may be built with a double wood floor, or with a floor of earth or sand. If earth or sand is used, fill in to level of top of sills.

The U. R. Fishel White Plymouth Rocks as Compared With Other Strains

LONG POULTRY FARM
Breeders of
White Plymouth Rocks
Six Hundred Breeders Five Thousand Layers

August 5, 1911.

It is with great pleasure that I write in regards to your strain of White Plymouth Rocks, for when I started to build this plant on January 16, 1910, for Mr. Long I decided to make it one of the most modern and largest poultry plants in the country, for he told me he had the money, and to build and stock it with the best in the world, and I did. We purchased five hundred and sixty head of breeders from six different breeders of national reputation, and now that a year has passed and we have trap-nested the entire lot honestly and conscientiously, we find that your birds—your wonderful strain—have laid

over twenty per cent. more eggs than their closest rivals; also a matter of great gratification is the fact that the chicks hatched from eggs of your strain have more vigor and vitality, and develop and grow to broiler size in a shorter period than the others.

We have four hundred trap nests in operation here and we have pedigreed every bird, per strain, etc., so with our complete system of records we know just what each strain and each bird is doing. We start with the number of hen on the egg, record the fertility, toe-mark the chick, then use open pigeon bands until the permanent Smith sealed band is riveted on them, when they are placed in the laying houses.

We averaged eighty-five per cent. of all fertile eggs, hatched, and we have raised a fraction better than eighty-seven per cent. of all chicks hatched, and will go into laying quarters with over three thousand five hundred selected pullets, sold better than four thousand broilers already, will have several hundred capons for the good liver of this section; total of eleven thousand five hundred chicks hatched this season.

We are proud of our plant, and very proud of our stock, especially of the Fishel strain. I send you our booklet, also our egg list, which shows our winnings at the only two shows we have made.

While we are going to breed as near the standard as possible, this is a utility farm.

Please send me your special list of this season, for we have nothing for sale until after February, 1912, and we want to show inquirers your prices on foundation stock.

I am,

Yours very truly,

Walter B. Franklin, Mgr.

House Mentioned as No. 3

NO NECESSITY of FAILURE in the Poultry Business

That "Fishel Quality" is Stamped on Every Specimen

SEVERAL years ago, when I embarked in the poultry business, everyone claimed that anyone that went into the "chicken business" was weak-minded, as a failure was sure to be the result. I am pleased to say that there is no need of any failures in the poultry business.

Statistics show that ninety per cent. of people that go into the mercantile business make a failure. This cannot be said of the poultry business, and if everyone that goes into the poultry business will work and attend to business, leaving strong drink, etc., alone, they will make a success of the business. Wherever you find a failure in the poultry business, trace it up, and you will find the cause to be either lack of business ability, laziness, drink, or the spending of ten thousand dollars for buildings and one hundred

dollars for chickens, and expect the plant to pay.

Either of these four reasons are the cause for failure in the poultry business.

Take a man that buys several hundred dollars' worth of fowls and spends a few dollars in building, and you will find he is making a success of his poultry business right from the start; but show me a man who has spent several thousand dollars in buildings, and when it comes to buying fowls, he buys about twenty dollars' worth, and I can show you a failure in the business.

The hen is the money-maker, and you must have the chickens to make the poultry plant pay. Good buildings are all O. K., but if you spend two thousand in buildings, spend three thousand in chickens, and your plant will pay you from the start. There is no necessity for anyone making a failure of the poultry business if they stay clear of the pitfalls mentioned above.

First Prize Pen, Indianapolis,
1910

EASTMAN, AN

EGGS IN WINTER

How to get them

THE greatest problem with everyone is "fresh eggs" in winter, and how to se-

cure them. There is no doubt but what many people who keep certain varieties of fowls are compelled to buy their eggs for winter use. No necessity for this if you have the right breed of fowls and then

feed them properly. Hens are bred for egg production just as horses are bred for speed, beef cattle for large production of beef and Jersey cattle for larger production of butter fat.

During the twenty odd years we have bred White Plymouth Rocks we have never lost sight of the fact that a hen to be profitable must be an egg producer as well as an exhibition specimen. With this constantly in mind, we are pleased to say our White Plymouth Rocks are conceded everywhere to be the best egg producing fowl there is at the present time. In fact, two eggs a day from a single hen has been reported to us from our customers and quite often in our own yards have been laid two eggs in a single day. I am confident if there is ever a two-egg-a-day hen produced it will be a U. R. Fishel White Plymouth Rock. After you

have secured a flock of bred-to-lay fowls it is your duty to properly house and feed them for egg production. If you buy a geared engine and do not properly oil and care for same it will soon be an ordinary piece of machinery. Just so with "egg machines," as our White Plymouth Rocks are called; unless you care for and feed properly you can not expect good results from them very long.

Always keep your hens busy. The morning feed should be a mixed ration, such as is described in this catalog under the heading "Poultry Foods," etc. By scattering this grain in the litter in the house your hens become busy as soon as off the roost.

At noon another feed of this scratch or grain food with what green food you desire to give them. It is a good plan to keep before them at all times a hopper of dry mash as described under the head of "Poultry Foods." Twice a week I would suggest the feeding of a wet mash as described under the head of "Poultry Foods." With the Fishel White Plymouth Rocks as your flock of fowls, and the above method of feeding, you are sure to obtain eggs in winter.

THIS is a subject that can be theorized or treated in a practical way. The writer never went much on theory, but always went after the practical side with the one aim of securing results.

There is no doubt but what the people who never reared a thousand chickens in their lives can tell you more how to rear them than the party who has reared thousands of them.

Having spent more than thirty years in the rearing of poultry both in the natural and artificial way, I will endeavor, in a brief way, to tell you how we rear several thousand birds artificially each year.

We admit we have not attained all the knowledge that is possible to attain along this line. We learn something every day and quite often have we learned some good things from the amateur poultryman. Some of our methods may have been used by the reader and failed, but as a whole, we have been very successful in the rearing of poultry artificially.

Some wise poultry raisers have made the assertion that no strain of fowls can be as strong and vigorous when reared artificially as when reared in nature's way.

I have often noticed that when the artificially reared Fishel's White Plymouth Rocks

were in competition with these "Nature's way" birds the majority of the ribbons were hanging on the coops of the artificially reared birds.

To rear poultry artificially one must have incubators and brooders, therefore we explain how the incubators and brooders, as well as the poultry, is cared for at "Fishelton"—the largest specialty poultry farm in the world.

Care of Incubators

To operate incubators successfully one must have a machine that is worth his time attending to it. It never pays to buy a cheap article of any kind and especially an incubator, for one not only loses the eggs placed in the machine, but loses three weeks of good time, therefore the wise thing to do is purchase an incubator that you know is absolutely all right, and you will generally find the high priced machines the best for all sections.

Start your incubator and run it a few days at one hundred degrees, then place the eggs in the machine, doing this in the early morning so you will have the entire day to watch the machine, for if ever a machine goes wrong, it is when first filled, for the eggs, becoming heated, produce a great amount of heat, and unless the machine is a very sensitive one, the temperature is apt to go too high and ruin your eggs. See that the temperature gets no higher than one hundred

Just From the Brooder House

and two and one-half ($102\frac{1}{2}$), and run your machine at that temperature for the first week. The second week, or until the chicks begin to hatch, run the machine at one hundred and three degrees (103), at which time see that the temperature does not get any higher than one hundred and two and one-half ($102\frac{1}{2}$).

Turning the Eggs

The eggs should be turned both morning and evening after the second day; it is a good plan to mark the eggs and see that every egg is turned. It is also best to shift position of eggs in the tray, or machine; that is, place the eggs that were in corners of machine to center, as this will equalize heat much better. Some advocate turning the eggs three times a day, and I must say if one has the time I think this a good plan, after the first week of incubation. *When the eggs begin to pip cease turning them.*

Cooling the Eggs

This should be done once a day, in the evening. The first week we cool the eggs only while turning them; the second week they should be cooled from five to ten minutes, according to temperature of the room in which you have the incubator; the third week, or until the eggs begin to pip, cool at least fifteen minutes.

We all make the mistake of not cooling the eggs long enough.

Moisture

There is no doubt but what the question of moisture is one that

has ruined many a hatch. Too much moisture is as fatal as not enough, and I believe even more so. If the cellar is very damp I hardly think any direct moisture to the eggs is required, but if the incubator is operated in a room or dry cellar, I would suggest the placing of a bucket of water under the machine near the lamp, keeping this here during the entire hatch. It is also a good plan to sprinkle the eggs on the eighteenth day. I always like to see a little moisture on the glass of the incubator door when the hatch is coming off; it generally means a good hatch.

Testing the Eggs

Eggs should be tested the tenth day. Testers and instructions are always sent with all incubators so it is useless for me to go into details on this subject.

Care of the Lamps

In both incubators and brooders the care of the lamps is a very important matter. Many poultry plants have been burned by carelessness on the part of the person taking care of the incubators and brooders, all because the lamps were permitted to become dirty. I always made it a rule to clean and fill the lamps in the morning, doing so as soon as I have finished working with the eggs. One should never handle eggs for hatching after having oil on their hands, unless thoroughly washed.

As stated, after the eggs are all turned, we fill the lamps, rub off the wick with a cloth—never trim a wick—

Section of Brooder Yard at "Fishelton"

after you get the desired shape to the wick you can keep it during the entire hatch by rubbing the wick instead of trimming. Clean the top of burner thoroughly, and wipe lamp clean each morning. By filling lamp in the morning one has the entire day to watch it and see that it does not go wrong, for if an incubator or brooder lamp ever goes wrong it will be soon after filling.

Use a new wick for every hatch, and it is a good plan to use a new burner each season.

Clean the burners thoroughly after every hatch. Use the best of oil and I am sure you will never have any cause for lamps going wrong or fires from incubators or brooders.

The Brooder

Is either a death trap to the little chicks, or the making of it possible for you to rear the chicks after they are hatched.

Never buy a cheap brooder, for why kill your chicks after spending three weeks' time hatching them. Do not keep your chicks too warm. The first few days the temperature in the brooder should be held at one hundred or more, after this, until the end of the third week, at about eighty degrees. Use your judgment along this line, for a whole lot depends on outside weather conditions and the place in which you have your brooder.

The one main thing to remember is that more chicks are killed by being kept too warm than by being chilled to death.

Many chicks have been reared successfully without any heat, by the use of fireless brooders; also many have been reared by the placing of a jug of hot water in a box, permitting the chicks to hover around the jug for the heat required. This is proof enough they must have plenty of fresh air and not too much heat.

HOW TO CONDITION BIRDS for Shows and Exhibitions

HAVING selected or purchased the birds you intend to show it behooves you to have your birds (when placed before the critical eye of the judge and in competition with the best there is of this variety in your section) in the very pink of condition. A few days before the show

I would select the birds I desire to exhibit, place them singly in nice exhibition coops. By doing this you get the birds accustomed to being cooped and they become tame and appear in much better style for the judge. Take each bird and go over it carefully, plucking out all feathers that may be soiled or stained, or any feathers that may have flecks on them. All white fowls show black flecking in some feathers,

and these must be plucked before the bird is exhibited. Wash the shanks and feet of the bird with a toothbrush, using a wooden toothpick to remove the dirt that has accumulated under the scale. Be careful not to make the scale sore or bleed. Two or three days before the show prepare to, and wash the birds. See that your coops are clean and well bedded with shavings; secure four tubs, one tub use for washing, two tubs for rinsing, and one tub for blueing. Have the water lukewarm and use Ivory soap. I have tried nearly every make of soap, but Ivory has proven best of all. (I get nothing from the manufacturers for this recommendation.) Have the tub about half full of water. Wet the fowl thoroughly be-

Section of Brooder Yard at "Fishelton"

In Show Room Condition

fore you apply any soap. I use a soft sponge in the wash tub and also in both rinsing tubs. Soap the bird well, being careful to begin at the head, washing hackle and head first, back next, tail next, wings next, breast, and then rear fluff. Always rub with the feather. Do not be afraid to get the dirt out. Use soap and rub until the plumage is white. After the bird is washed hold it out of the water and get all the water and soap out of the plumage you can, then place in tub number two and rinse thoroughly, seeing that the water goes through every feather; after rinsing thoroughly in tub number two place the bird in tub number three, where the same rinsing process is gone over. You must get all the soap out of the plumage or your work is all for naught. Get all water possible out of plumage, then dip in tub number four which contains the blueing, or bleaching water. Make this about the same blue color as is used in blueing clothes. Set the bird on a barrel or table on a clean towel and let drain for a few moments and then place the bird in a coop, allowing it to dry slowly. Have your room in which you wash reasonably warm, not too hot, for if too hot the plumage will curl. If you have not been

afraid to work, your birds should be washed clean and look beautiful. When you coop them to ship to the show powder them thoroughly with corn starch, which will assist in keeping the plumage clean. Watch your birds carefully after being washed for they are apt to take cold. After you blue them and before placing in the coop to dry, give each bird two Star Poultry Tablets, which will prevent their catching cold.

When you enter your birds for competition do so with the firm intention of being satisfied with the judge's decision. Never find fault with the judge's work. If you are not sportsman enough to take defeat good-naturedly never show your birds. My advice to all is "show," for more can be learned in the showroom than anywhere else, but be game enough to take your medicine like a man if the other fellow wins over you. Just ask the judge to show you why the other bird was better and then make up your mind to come again next year and "clean the platter."

While conditioning your show birds feed nothing but whole corn or cracked corn, as this is best to keep the birds' bowels in proper condition.

"THE BEST IN THE WORLD" WINNINGS THAT MADE V. R. FISHEL'S BIRDS WORTHY OF THE TITLE—

NEVER in the history of poultry breeding has any breeder of one variety of fowls won as many prizes in different shows and under different judges as have we on the noted U. R. Fishel White Plymouth Rocks. Proud of this record? Certainly, I am proud of it, for it proves I know how to breed them better each year, and also proves that the blood lines behind our White Plymouth Rocks make them worth more to you than any other strain. I could fill this catalog with winnings made by birds I have sold, but I feel that the winnings of birds that I have sold belong

to the parties buying the birds, but I will say that winners at New York, Boston, Atlanta, Charleston, New Orleans, Buffalo, Chicago, Cleveland, Cincinnati, Louisville, Detroit, Los Angeles, Columbus, St. Louis, Kansas City, Denver, Topeka, Spokane, Portland, Dallas, Nashville, Lincoln, Springfield, Worcester, Brocton, Hagerstown, Syracuse, Great Crystal Palace and Dairy Shows, England, Toronto, Guelph, etc., etc.; in fact there is not a poultry exhibition of note any more but at which the U. R. Fishel White Plymouth Rocks win the majority of the prizes in the White Plymouth Rock classes.

Your Order Has My Personal Attention

This great record, with our own winnings, surely convinces you that the U. R. Fishel White Plymouth Rocks are "the Best in the World."

Our Latest Triumph

Some of our competitors in the east had been telling quite a few of our customers in the eastern states that Fishel was afraid to show east, inasmuch as he did not have quality enough in his White Rocks to compete with eastern birds. This has been written and told me for several years, and I paid no attention to it whatever, inasmuch as I knew I had been supplying winners for a great many of the best eastern shows. Feeling that I should give my eastern customers an opportunity to see just what we had in White Rocks, I decided to show at the great Hagerstown, Md., Fair, 1910, the largest poultry exhibition held in the United States. The result was our White Plymouth Rocks won First and Second Cock, First and Fifth Hen, First and Third Cockerel, First Pullet, First and Second Pen, Silver Cup Special for best display, Silver Cup Special for best Plymouth Rock

in show—over four hundred Plymouth Rocks shown, Grand Champion Medal for Best Cock in entire show, Grand Champion Medal for Best Pullet in entire show.

Think of this winning with the best there was in White Rocks in the east, and in a show of nearly seven thousand birds. Since this great winning we have not heard anyone saying that Fishel is afraid to show east. Summing it all up, blood lines will tell, and when you buy our White Rocks you secure blood lines no other breeder can give you.

Indiana State Fair, 1909. Every prize but one. First and second cock; first, second and third hen; first, second and third cockerel; first, second and third pullet; first, second and third pen. Our exhibit was the attraction of the poultry department. Our first prize pen conceded to be the best pen of White Rocks ever exhibited.

At Illinois State Fair, 1908. A poultry exhibition of three thousand birds, and competition the very hottest. The first, second and third prize cock; first, second and third prize hen; first, second and third prize cockerel; first, second and third prize pullet; first and second prize pen was U. R. Fishel's White Plymouth Rocks.

A Few Trophies Won by "The Best in the World" White Plymouth Rocks

Great Indiana State Fair, 1907. At this, one of the greatest fall poultry exhibitions, our White Plymouth Rocks won—cock, second and third; hen, second and third; cockerel, first, second and third; pullet, first, second and third; pen, first and second.

Tennessee State Fair, 1906. Nashville, Tenn., October 8-15, 1906. In a very strong class of eighty-three White Plymouth Rocks, the very best of this variety in the south, my birds won first, second and third prize cock; first and second prize hen; first, second and third prize cockerel; first and second prize pullet (the third prize pullet was hatched from eggs from a \$15.00 trio of birds I sold the last season); first and second prize breeding pen; Mr. F. J. Marshall, judge. This was the largest fall poultry exhibition ever held in the south, so you realize it took quality to win.

At the Indiana State Fair, 1906, at Indianapolis, Indiana, September 9-14, the U. R. Fishel White Plymouth Rocks made a clean sweep, winning first, second and third prize cock; first, second and third prize hen; first, second and third prize cockerel; first, second and third prize pullet; first, second and third prize breeding pen. Had there been any more prizes offered we surely would have won them. Mr. Frank Shaw, judge. My exhibit at this, the greatest of all fall shows, was pronounced by poultry judges and breeders to be the best exhibit of White Plymouth Rocks ever shown by anyone.

At Indianapolis, Ind., February 5-10, 1906, one of the largest winter poultry shows held in the United States, we had on exhibition thirty-seven White Plymouth Rocks, winning, with Mr. W. C. Pierce, judge, first, second, third, fourth and fifth prize cock; first, second, third and fifth prize hen; first, second, third and fifth prize cockerel; first, second, third and fourth prize pullet; first and second prize breeding pen; silver cup, special, for best display, all varieties competing; silver cup for best exhibit White Plymouth Rocks; silver cup for best hen; silver cup for best cock; silver cup for best cockerel; silver cup for best pullet; Ivory Soap silver cup, special, for whitest fowl in the show.

At the Great American Poultry Association Meeting Show, Cincinnati, Ohio, January 16-20, 1906, in competition with the very best White Plymouth Rocks, we won first, second, third, fourth and fifth prize cock (note we won every prize offered on cock birds at two leading winter shows in 1906); first prize hen; second, fourth and fifth prize cockerel; first, second and fifth prize pullet; first, second, fourth and fifth prize breeding pen; silver cup, special, for best display; Ivory Soap silver cup, special, for whitest fowl in the

show, and eleven other special prizes. The above winnings in a class of one hundred and forty White Rocks.

At the Illinois State Fair, Springfield, Ill., October, 1905, justly called the "greatest fair on earth," we found a class of one hundred and thirty-four White Plymouth Rocks. Our winnings, with Mr. Fred Shellabarger, judge, were first, second and third prize cock; first, second and third prize hen; first, second and third prize cockerel; first, second and third prize pullet; first, second and third prize breeding pen; also special prize for best hen in American class, winning over the winners at several large fall shows.

At the Great Louisiana Purchase Exposition, St. Louis World's Fair, 1904, the largest poultry exhibition ever held in the world, there being on exhibition over ten thousand fowls, the White Plymouth Rock class filling one very large building alone. The very best birds of this variety from the east, north, south, west and central states were on exhibition; in fact no stone had been left unturned or any good White Plymouth Rocks left

at home that could be bought by the White Plymouth Rock breeders the United States over, their one aim being to wrest from the U. R. Fishel White Plymouth Rocks the claim of "the best in the world." With all their efforts, my White Plymouth Rocks won the most coveted prize of this great world's fair, viz: special first prize for best display. Most anyone can win a few minor prizes, but when one wins special for best display, it proves the excellent quality of his entire exhibit. In addition to this grand special, the U. R. Fishel White Plymouth Rocks won first, third and sixth prize hen; second, fourth, sixth and seventh prize cock; fourth

prize cockerel; second, fifth and seventh prize breeding pen, and six special prizes, being double the amount of prizes won by any other White Plymouth Rock exhibitor.

At Indianapolis, Indiana, Feb. 8-12, 1904. First, second, fourth and fifth cock; first, second and fourth hen; first, second and fourth cockerel; first, second, fourth and fifth pullet; first, third, fourth and fifth breeding pen; special for best exhibit American class; special best display White Plymouth Rocks; special best display all breeds.

At the Great American Poultry Association Show, Indianapolis, Indiana, September 14-18, 1903, one of the largest fall shows ever held, the Fishel White Rocks won first, second and third cock; first, second and third hen; first, second and third cockerel; first and second pullet; first, second and third breeding pen. Losing one third prize out of a possible fifteen offered.

At the Indiana State Show, 1902, one of the largest displays ever held (2,230 birds), and the best lot of birds ever brought together in the west at a fall show, my birds again proved their superiority by winning first, second and third cock; first and third hen; first and third cockerel; first and second pullet; first, second and third breeding pen.

Chicago Show. One of the greatest records ever made by a White Plymouth Rock breeder was made by my birds at the great Chicago show in January, 1901. This was the greatest show ever held, bringing together the cream of the poultry world. Fishel's White Plymouth Rocks made the wonderful record, winning as follows: First, second and third cock; first, second and third cockerel; second and fourth and fifth hen; first, second and third pullet; first, second and third breeding pen. Winning every first prize but one. Also winning the American Poultry Association cup for best two cocks, two cockerels, two hens, two pullets — all American breeds competing. The Rigg challenge cup for the best

display in American class. Gold special for best display Plymouth Rocks. Gold special for best display of all breeds. Gold special for best White Rock cock. Gold special for best White Rock pullet. Gold special for best White Rock cockerel. Gold special for best display White Plymouth Rocks and the American White Plymouth Rock Club special. This record alone surely proves my White Plymouth Rocks to be the best in the world.

They Win East. Not being satisfied with my birds winning the majority of the prizes at the leading shows of the west and south, I decided to go east to the leading and greatest shows of the east, viz: the great New York State Fair, 1900. It was the same old story, winning first and second cock; first pullet; first and second breeding pen; second cockerel; second hen. These winnings after traveling over eight hundred miles. No matter where the Fishel White Rocks are shown, they win.

Indiana State Fair, 1898. Fishel's White Plymouth Rocks, at the Indiana State Fair, Indianapolis, 1898, won first cock; first hen; first cockerel; first breeding pen; second pullet.

Great Chicago Joint Show, 1899. At the great Chicago joint show, 1899, first and third cockerel; first

breeding pen; the American White Plymouth Rock Club cup, the most coveted White Rock prize offered that season.

Great St. Louis, Mo., Fair, 1899. At the great St. Louis, Mo., Fair in 1899, my birds won first and second cock; first and second hen; first and second cockerel; first and second pullet; first and second breeding pen. A clean sweep. Winning every White Rock prize offered. A record never equalled by any other White Plymouth Rock breeder in the world.

Fanciers' Association of Indianapolis, Ind., 1899. At the joint show of the Fanciers' Association of Indianapolis, Ind.,

December 11-16, 1899, Fishel's White Plymouth Rocks again proved themselves, and beyond all doubt, that they are the best in the world, winning thirteen regular prizes out of a possible nineteen; or, in other words, my White Rocks won more than twice as many prizes as all the exhibitors together. The competition was strong, as

every breeder of any note in the west was there. They also won special for trio; best display of White Plymouth Rocks; best hen; best display of all varieties competing; best pullet in the show, etc.

The Best In The World

This has been our trade-mark, so to speak, ever since we began breeding White Plymouth Rocks, and I believe our winnings in most all the large poultry exhibitions in all sections and under all judges has proven that our claim of "The Best In The World" for our White Plymouth Rocks is well founded. In fact, no other breeder of White Plymouth Rocks has ever anyways near approached the record made by our birds.

The following letters from some of the most noted poultry judges, as used in my last catalog, are worthy of repetition here, and we are pleased to give them as follows:

Indianapolis, Ind.

Mr. U. R. Fishel, Hope, Ind.

Dear Sir and Friend: When I look back to the time when you first became interested in White Plymouth Rocks, and compare the best of that breed as they were then with the best in the world as bred by you today, I feel that it is only fair to you to say that you as an individual have done more to encourage the breeding of high class exhibition and utility poultry than any other one man, living or dead. By your hard work, painstaking methods and careful attention to every detail in the care of your business, and the building up of your poultry farm, you have erected a monument to fancy poultry that was never equaled in America or Europe. The White Plymouth Rock breeders owe more to you than all else combined for bringing this worthy variety to its present high standard of perfection, while every poultryman, no matter where located or what variety they may be interested in, cannot help but appreciate your efforts in demonstrating to the world that standard-bred poultry, under proper management of any kind, can be bred in any number and be made to pay the highest dividends of any legitimate business.

May "The Best in the World" ever be your trade-mark, and while the greatest specialty poultry farm in the world remains under your management we may expect to see just such quality in White Plymouth Rocks as made your phenomenal winnings at Indianapolis and Nashville, Tennessee, in September and October of this year possible. Success to you and Mrs. Fishel, who have given us "Fishelton," the largest specialty poultry farm in the world.

Yours respectfully,

Theo. H. Hewitt

Owatonna, Minn.

Mr. U. R. Fishel, Hope, Ind.

My Dear Sir: I wish to express to you the pleasure it gave me to visit "Fishelton," your White Plymouth Rock poultry farm, a few weeks ago, and to thank your good wife and yourself for the hospitality extended me on that visit. I have handled many Fishel White Plymouth Rocks at our western poultry shows, and have always admired them for their true Plymouth Rock type and beautiful white plumage. My visit to your farm has only increased my good opinion concerning them. There are no doubt many good White Rock breeders in the United States, but I am certain that at no other place can so many "good birds" be found as are "at home" on your beautiful farm. They were Plymouth Rocks in shape, and certainly white in color. All hardy, vigorous birds. I found "Fishelton" the largest specialty poultry farm in the world, to be a practical, ideal poultry farm, and the White Plymouth Rock fanciers are to be congratulated upon having a fancier so devoted to the advance-

ment of the interests of the White Plymouth Rocks, and also so successful in doing it. The success of "Fishelton" shows what an energetic, enthusiastic fancier may do when applying business principles to the management of a poultry plant.

Wishing you continued success in your work, I beg to remain,
Yours truly,

S. B. Lane

Mr. U. R. Fishel, Hope, Ind.

My Dear Sir and Friend: I have had the pleasure of visiting "Fishelton," your poultry farm, several times during the last ten years, my last visit being about a month ago. It always seems to me like going to my home, as Mrs. Fishel and yourself make it so pleasant for one, and I know I am always welcome. It is a great inspiration to me and a help in my work to see and study the White Plymouth Rocks that you produce on your farm, as they come so near standard perfection. As you know, I have handled your noted White Plymouth Rocks in many of our best poultry shows, and I must say the great improvement you have made from season to season is marvelous. The Fishel quality is so well stamped on every bird you breed that I can usually recognize them wherever I handle them.

Wishing you continued success, I am

Yours very respectfully,

S. B. Lane

Atlanta, Ga.

Mr. U. R. Fishel, Hope, Ind.

Dear Sir: I am sorry I have never had the pleasure to visit your poultry plant, but it fell to my lot to handle the hen and pullet classes of White Plymouth Rocks at the great St. Louis World's Fair, where your birds won in very strongest classes of White Plymouth Rock females ever gotten together in the world, first, third and sixth prize hens. I also had the privilege of judging the White Plymouth Rock class at the Tennessee State Fair, Nashville, Tenn., October, 1906, and must say the great improvement you have made in your White Plymouth Rocks in two years is wonderful. So near the standard requirements do the U. R. Fishel White Plymouth Rocks attain that it seems almost like placing the awards on the standard models themselves. Your exhibits at the Tennessee state fair were very typical White Plymouth Rocks; not a Wyandotte type in the lot.

I beg to remain, Yours truly,

F. J. Marshall

Indianapolis, Ind.

Mr. U. R. Fishel, Hope, Ind.

My Dear Fishel: I wish to congratulate you on the excellent quality of your exhibit of White Plymouth Rocks at the recent Indiana state fair, September, 1906. I have had the pleasure several times each year for the past seven years of visiting "Fishelton," your noted poultry farm, and it is wonderful what great improvement you have made in your White Plymouth Rocks in so short a time. I must say many of your birds conform with the standard description of this breed much better than the standard illustration as used in the last standard. I had the pleasure of placing the prizes on the White Plymouth Rock class at the great Indianapolis show, February, 1906, where you sold one bird for \$800, and seven White Rocks for \$1,750, the highest price ever paid for seven White Plymouth Rocks. At this exhibition your birds won every first and second prize and many other minor prizes, if I remember right. Besides handling your own exhibits at various shows, I have handled Fishel-bred White Plymouth Rocks in many poultry shows throughout the United States, and must say their excellent quality can be readily seen wherever I find them.

Wishing you continued success, I am
Your friend,

W. C. Limer

West Liberty, Ia.

Mr. U. R. Fishel, Hope, Ind.

Dear Sir: If I remember right, the White Plymouth Rock class at the St. Louis World's Fair numbered something over four hundred birds, and was by far the largest show of White Plymouth Rocks ever held in the world. It fell upon me to judge the male classes of White Plymouth Rocks as well as breeding pens, and I found so many high class birds in this large class that it took careful study to get the ribbons placed right. If I remember right, your exhibit won eleven regular and six special prizes, being more than double the amount of prizes won by any other White Plymouth Rock exhibitor. It is needless to say

U. R.
FISHEL
ORIGINATOR
▼

THE BEST
IN THE
WORLD
▼

First Prize and Grand Champion Cock.
First Prize Hen. First Prize Cockerel.
First Prize and Grand Champion Pullet.
Great Hagerstown, Md., Fair, 1910

L. A. STAMMER, ART.

it took quality to make this winning. In the fall, 1905, one year after the world's fair show, I had the pleasure of handling your birds at the Illinois State Fair, the greatest fair on earth, held at Springfield, Ill., and must say your exhibit at this State Fair was superior to your exhibit at the world's fair. The great improvement you made in the quality of your birds in the one year was wonderful. I was compelled to place every prize offered on your birds. Very truly,

F. A. Shellabarger

Toledo, O.

Mr. U. R. Fishel, Hope, Ind.

My Dear Sir: It fell to me to judge the White Plymouth Rock class at the A. P. A. show at Cincinnati, O., January, 1906, and I can truthfully say it was the largest and best class of White Plymouth Rocks I ever handled. After the awards were made and the catalogs issued I was surprised to see that U. R. Fishel, of the "Best in the World" fame, had won all five prizes on cock birds, as well as all the first prizes except one. His first prize hen being "Mary E." Also winning the silver cup for whitest fowl in the show, her nearest competitor being the first prize White Rock cock bird, which I understand was one of her sons. This hen, while being one of the whitest birds I have ever handled, is also one of the best shaped birds I have ever handled, is also one of the best shaped Rocks I ever saw, and after seeing her and the balance of Mr. Fishel's exhibit one could easily understand why the claim "The Best in the World."

F. C. Shepherd

Crawfordsville, Ind.

Mr. U. R. Fishel, Hope, Ind.

Dear Sir and Friend: It has been my pleasure to visit your poultry farm and handle your noted White Plymouth Rocks in some of the leading poultry exhibitions, and I must say the great improvement you have made in the development of the White Plymouth Rocks is without an equal in poultry history. I had the pleasure of looking at your exhibit at the 1906 Indiana State Fair, and I must say I never saw as many strictly high class White Plymouth Rocks shown by one breeder.

I beg to remain Your friend,

Burt Mayne

110 Acres of White Plymouth Rocks

Not Alone the Best, but the Largest White
Plymouth Rock Farm in the World

Seeing is believing, and in no other way can one get a correct idea of the magnitude of U. R. Fishel's White Plymouth Rock farm. I have visited poultry farms in all parts of the country, have inspected the big plants in many states, and have studied carefully the quality of the birds to be found on them, but at no time or place has any corporation, company or individual ever shown me such quality or quantity as this veteran White Plymouth Rock breeder did on November 20, 1905. Of the 120 acres devoted to poultry, Mr. Fishel has just 110 acres of White Plymouth Rocks, not imaginary, but real 110 acres of ground absolutely covered with White Plymouth Rocks, not crowded in dirty quarters and small yards, but housed in first-class buildings that are kept as clean as many residences, and with sufficient yard room to keep the stock in perfect health and allow of proper development.

No one is damaged by truthful statements; in fact everyone is benefited, and if any White Plymouth Rock breeder in this country or abroad has the right to the trade mark "The Best in the World," U. R. Fishel is that man. If there is a breeder living that can duplicate this farm in quality and quantity, I am willing to go any distance to see it and tell our readers about it, but until some one can do this, then it is up to every White Plymouth Rock breeder in this country to take off his hat to the man who has made this one of the most popular breeds in the world today. A man who has built up a business where his sales annually surpass that of any thoroughbred poultry farm in this country or Europe. Not to the White Plymouth Rock Club, but to U. R. Fishel, of Hope, Ind., is due the credit of this breed's popularity. He has that everlasting push and enterprise that is lacking in many breeders, but this alone is not responsible, but to the thousands of magnificent specimens bred by him that have won prizes in all parts of the world is due credit for bringing this breed up to its high standard both as an exhibition and utility fowl.

Just think of it—six thousand birds on his farm November 20, and over four thousand of them on the farms of his neighbors that must be received by him before January 1, 1906. More birds of one variety owned by one man than was ever shown, all breeds combined, at any one exhibition in America. More show birds and better ones than were shown by all the White Rock breeders at the

great St. Louis World's Fair. A broad statement, but absolutely true. Just think of six thousand birds and not a sick one in the lot; six thousand White Plymouth Rocks, and just a single one that showed signs of brassiness in plumage, and that one doomed to die the following Sunday; six thousand birds and just four cripples and their only deformity a crooked toe; a farm where thirty-five cock birds, one hundred and twenty-five cockerels, one hundred and fifty hens and at least two hundred pullets could be selected that would honestly score under our hardest cutting judges ninety-five points or better.

I realize fully how broad these statements are, but if any reader of the Inland is in doubt about it, do as I have done, go and see it yourself and be convinced. No matter what variety you breed, you will get pointers at Hope that will help you in your business. Here are poultry plants that are run right, where you see things that puts the hen fever in your blood; houses cleaned every day and always in ship shape; thousands of birds that show a distinct type: White Rocks with low combs, correct length of back and body, short, well spread tails and color so white they actually glisten in the sunlight.

It has been something over two years since I visited this farm. Before and during that time Mr. U. R. Fishel has made at least a forty per cent improvement in the quality of stock bred by him; in fact you would have to get a search warrant to find a poor specimen of his breeding. In fact, U. R. Fishel, in our candid opinion, has "The Best in the World."

THEO. HEWES.
Inland Poultry Journal.

Pringlesdale, Nfld., August 19, 1911.

Mr. U. R. Fishel, Esq., Hope, Ind.

Dear Mr. Fishel: The birds reached me on December 20, 1910, and I got my first eggs January 10. By the end of the month I had four of the ten birds laying, and from February 1 until well on in May I used to get from four to seven eggs per day. A pretty good average, I think you will admit, considering that we had an exceedingly severe winter, with the mercury in the vicinity of zero for most of the nights of February. I am sure I was wise in my choice when I decided to import some of U. R. Fishel's "Best in the World White Plymouth Rocks."

Yours very respectfully,
MR. PAUL A. WINTER.

California.

Mr. U. R. Fishel, Hope, Ind.

Dear Sir: Last fall a year ago I bought from you five pullets and a cockerel and must say they are what you claim, "The Best in the World." I have five other kinds, but they are nothing like yours for laying. There are several different strains around here, but there is nothing that can compare with yours for laying and show birds.

Yours respectfully,
S. E. GROSS.

Mississippi.

Mr. U. R. Fishel, Hope, Ind.

Dear Sir: My chickens bought of you arrived safely today, and I hasten to thank you for your promptness in handling my order, but most of all for the chickens. I think you can more truthfully handle the motto "The Best in the World" than any other breeder of chickens I ever knew, and think my pen is as good as can possibly be gotten together for the money. I think the White Rocks the greatest chickens bred today, and am very much elated to get such a good pen to start with, as these are the first I have ever owned, and I shall immediately proceed to get rid of my other stock and start to beat "The Best in the World."

Yours very truly,
C. A. STANCILL.

Considering the great record made by our birds in the strongest of competition and the opinion of the poultry press and judges, it seems our claim to the trade mark "The Best in the World" is well founded.

▷ WAY BUY ▷ OF A SPECIALIST

THIS, the greatest of all ages, is an age of Specialists, and the great progress made

in all lines that are specialized is proof enough that the specialist is more successful in his work than he who does not specialize his work or concentrate his entire efforts to one line of work.

If you want the very best of information in any way, you consult a specialist, then why not, if you want the very best there is in

poultry, go to the specialty breeder and "secure it." We all know the breeder of fancy poultry who rears different varieties cannot give the blood lines or the individual qualities that the specialty breeder can give you.

You generally find the breeder of several varieties buying a new flock every few seasons to keep up the vitality and quality of his birds. He also generally buys his exhibition birds of some specialty breeder, so summing it all up, it pays one to always buy of the "Specialist."

Section of Brooder Yard at "Fishelton"

SUPERIORITY of WHITE PLYMOUTH ROCKS over all other Breeds

TO ONE who has thoroughly investigated all breeds of poultry it would be unnecessary to write why the White Plymouth Rocks are superior to all other breeds, for it takes but a few months for a flock of White Plymouth Rocks to convince anyone of their superiority. You may ask in what way are White Plymouth Rocks superior to other varieties. I would say in every way. As a fowl for an ornament on your lawn or farm there is no breed to compare with them, as their large size, beautiful white plumage, rich yellow shanks and bright red face and combs, together with their upright, stylish, attractive appearance make them a fowl admired by everyone. They seem to have something in their general make-up that no other fowl possesses. Their superiority over all other breeds shows up to greater advantage when one compares them with other breeds in a utility way, that is, as egg producers or as a table fowl. We all want a breed of fowls that has something besides

its beauty to commend it, and I have always contended that a breed of fowls weak on egg production was not profitable. The White Plymouth Rocks have been so carefully bred for egg production that in most all tests by experimental stations and private parties as to what breed produces the most eggs, the White Plymouth Rocks have always far excelled all other breeds in egg production. As a table fowl, really there is no breed to compare with them. Take their long bodies, full, round breasts, together with their rich yellow shank and skin, and add to this the fine grained flesh of the White Rocks and you have a table fowl that no breed can compare with. Lay down side by side a carcass of White Plymouth Rock with its rich yellow legs and full, round breast and long body, and also a carcass of any breed with a pale, faded out, flesh-colored or white shank and skin, a short body, and you will readily see how far superior the White Plymouth Rock is to any other breed as a table fowl.

Section of Brooder Yard, Looking East.

OUR PRICES

Selected Breeders

Cocks, - - - - -	\$8,	\$10,	\$15,	\$20,	\$25,	\$35,	\$50
Hens, - - - - -	\$5,	\$8,	\$10,	\$12,	\$15,	\$20	
Cockerels, - - - -	\$5,	\$8,	\$10,	\$15,	\$20,	\$25,	\$35, \$40
Pullets, - - - - -	\$5,	\$8,	\$10,	\$12,	\$15,	\$20	
Breeding Pens, five females and one male,	\$25,	\$35,	\$50,	\$70,	\$100		
Trios, - - - - -	-	-	-	\$15,	\$20,	\$25,	\$35

WHEN we sell you Selected Breeders we give you the very best obtainable in White Plymouth Rocks. Our Select Breeders are birds that have been bred in line for twenty odd years. They are all reared on free farm range, giving them strength and vitality which so many small yard-reared birds are deficient in. When you buy a breeding bird you want something that will

give you good results. You also want birds that will produce for you strong, vigorous chicks. So, summing it all up, when you buy Selected Breeders of the U. R. Fishel White Plymouth Rocks you secure blood lines no other breeder can give you. Strength and vitality no other breeder can give you. More quality for your money than any other White Rock breeder will give you for double the price.

Your Correspondence Receives My Personal and Careful Attention

Utility Birds—Fishel's High Geared Egg Machines

Cocks, - - - - -	\$3 and \$5
Cockerels, - - - - -	\$2 and \$3
Hens and Pullets, each, - - - - -	\$3
Utility Flocks, five females and one male, - - - - -	\$15 and \$20
Ten females and one male, - - - - -	\$30
Twelve Females and one male - - - - -	\$35
Twenty-six females and two males, - - - - -	\$75
Fifty-two females and four males, - - - - -	\$150
One hundred and twelve females and eight males, - - - - -	\$300

Utility Flocks

I am often asked: "What are your utility birds?" They are line-bred Fishel White Plymouth Rocks, produced from the same breeding as our very best birds. I now hear you ask, why then call them utility birds? I will explain. When a bird is not of the correct type or shape to be readily recognized in a breeder's yard as a true Fishel White Plymouth Rock, it is considered by us to be a utility bird. Bad combs, off-colored shanks, or color, etc. All these defects, when they appear on a bird, stamp it as a utility fowl. Some breeders sell them as breeders, but when a fowl leaves "Fishelton" as a selected breeder, it must be such in quality as well as name. So, summing it all up, our utility fowls are as well bred as any bird on the farm, and are sure to produce for you some high class specimens, for the "blood lines" are behind them. If you want eggs all the time, if you want the very best table fowl ever produced, buy the U. R. Fishel Utility White Plymouth Rocks.

General Description of Birds as Priced on Preceding Page

COCK BIRDS

\$8.00—A cock bird of good size, good shape, and white; in fact a bird that is good enough to breed you some very choice stock.

\$10.00—A very stylish, upright, attractive bird, good size, good comb, good broad, full breast, white; a bird good enough for most any breeding yard, and will sure breed you some excellent birds.

\$15.00—For this price I will select you a cock bird of good size, good comb, good broad, full breast, white; a bird good enough for most any breeding yard and one that is good enough for any show room.

\$20.00—A very fine, stylish, attractive cock bird, excellent bird in every way, a bird good enough to throw you some very high class chicks; one that will sure breed you some winners.

\$25.00—The best is always the cheapest, and as the male is half the flock, it pays to buy a good bird. At this price I will send you a cock bird that is simply good in every section, a bird you will be proud to own, and one that will pay you better than any investment of this amount you ever made.

\$35.00—Will buy you a cock bird of the very type so much sought for as a breeder or exhibition bird. Broad back, good length to back, full, broad breast and good low comb, absolutely white, and a bird chuck full of vigor. A bird that I consider an ideal male breeding bird; also a bird good enough to show, and you can feel assured that he will be among the winners.

\$50.00—For this price I will send you a bird that is what we call an exceptionally fine bird in every way. A bird good enough to grace any show room, and a bird that has been used in my yard as a breeder last season and found to be O. K. This priced cock bird is of that beautiful type and make-up that has made the U. R. Fishel White Plymouth Rocks THE BEST IN THE WORLD. No one has ever found fault with a Fishel bird of this value.

COCKERELS

\$5.00—For this money I will select you a bird of good color, good comb, a very stylish, attractive fellow and one that will give you good results as a breeder.

\$8.00—This amount will secure you an excellent breeding bird, fine in comb section, elegant shape, a very attractive bird in every way. He is a bird that will give to his progeny those essential qualities that have made the U. R. Fishel White Plymouth Rocks famous the world over.

\$10.00—An extra fine bird will be selected for you at this price; a good bird in every section, good comb, good back and tail; a bird that is bred in the purple, and one that will produce for you some very high-class specimens.

\$15.00—For this money I will select you a cockerel bred from my very best matings; a bird of good size, full breast, good comb, an ideal specimen in body shape, a bird good enough to show, yet it is not what we call an exhibition bird. This bird, if properly cared for, will mature into a cock bird that will be extra fine. I never fail to more than please those who order a cockerel of this value.

\$20.00—For this money you can secure a very fine cockerel in every section; in fact, a bird so good in all sections that it is folly to try to describe, and all that I can say is that you will be more than pleased with a bird of this quality.

\$25.00—For this price I can select a cockerel good enough to show anywhere; fine comb, full, broad breast, long, deep body, low tail nicely set on; in fact, a cockerel of the very best quality every way.

\$35.00—In our cockerels of this quality we place and ship a bird that in most small shows can win out nicely. This bird is of the true Fishel type that never fails to win. He is white, with good comb, splendid back shape, good tail and rich yellow shanks. Good eye.

Sturdy, Healthy, Farm-Reared

\$40.00—This is the highest priced cockerel we list, and will procure for you a very high class specimen in every section. I have sold many birds of this value that have won at some of the leading shows. Talk about quality, you sure get it in this quality cockerel. A bird of good size, a true Plymouth Rock in every way with that absolute white color so hard to obtain, and good, rich yellow-colored shanks, good eye, and plenty of vigor. Those of you looking for the very best in a cockerel to head your yard will never regret buying a bird of this kind.

HENS AND PULLETS

\$5.00—At this price I select a very choice hen or pullet, good from comb to tail, a female that shows her superior breeding, and a bird that will produce you winners.

\$8.00—Buys an extra fine female, either hen or pullet, a bird good in every section. Coming as she does from my very best matings, she is sure to give you results in your breeding yard.

\$10.00—For this price I ship you a very choice hen or pullet, a bird of excellent shape, white as snow, good, low, well-serrated comb, good back and tail, and a bird of good size. When you own a bird of this quality you need not point her out to your friends, as her excellent qualities stand out above anything you have in your flock. From females of this quality you can expect and obtain some of the very best exhibition birds.

\$15.00—At this price we select a female of excellent breeding and quality. In fact, this bird is good enough to grace any show room and in most cases I believe would be in the winnings. She is one of those neat, smooth specimens that you can always bank on scoring high, and also on breeding your very best cockerels the coming season. Take about five females of this quality and a \$35 male bird and you have a breeding pen that will sure bring you excellent results. In fact, you could bank on exhibition birds from such a mating.

\$20.00—In ordering females of this quality you realize that you get of the very best birds that I have bred, or will use in my breeding yards the coming season, if not sold. This priced female is good enough to show anywhere, and if competition is not too strong, she sure will carry off the blue ribbon every time. Broad back, full, broad, round breast, low, well spread tail, and size to suit anyone. Color almost perfect. What more could one wish in a female White Rock than the above?

TRIOS

A **\$15.00** Trio consists of one **\$8.00** male bird and two **\$5.00** females.

A **\$20.00** Trio is made up of one **\$10.00** male bird two very choice females of good size, shape, etc.; birds selected to give the desired results in their offspring.

A **\$25.00** Trio is made up by using one **\$15.00** male bird and two females of near the **\$8.00** type. Splendid mating, I assure you.

A **\$35.00** Trio is made up of a **\$20.00** cockerel or cock, whichever is wanted, and two very choice females of the **\$10.00** quality. This mating is one of the very best matings offered in my catalog.

BREEDING PENS

A \$25.00 Breeding Pen is made up of five choice females of excellent quality and selected with care and are mated to a choice male bird of the \$10.00 quality. This pen will give you excellent results and more than please you in every way.

A \$35.00 Breeding Pen is a mating that one can be proud of. A \$15.00 male bird is at the head of this pen and I have mated to him five very choice females of the \$5.00 quality. This is one of the best values offered in pen matings.

A \$50.00 Breeding Pen consists of a choice \$20.00 male bird and five elegant \$8.00 quality females. Talk about plenty of quality for your money, you sure get it in this mating. You can bank on getting a large percentage of very high class birds from this mating.

A \$70.00 Breeding Pen is made up of a male of the \$35.00 quality, a bird with an extra good comb, white throughout, broad back, and good tail, in fact a male bird good enough to show. Mated with him are five select females of the \$8.00 quality, and they are selected with care and for the purpose of producing high class birds.

A \$100.00 Breeding Pen is made up of a male bird of the \$50.00 quality, a bird good enough to show anywhere, and one that I know will more than please the most exacting. To him is mated six very high class females of the \$10.00 quality, this giving you a pen good enough to start a flock of White Plymouth Rocks as good as the best.

EXHIBITION BIRDS

There is no fowl so beautiful as a White Plymouth Rock, when placed in the exhibition coop in the pink of condition. The matter of buying show birds is one that I am always anxious to take up with my customers, and am very anxious to understand thoroughly just how strong competition you will have, for if I furnish exhibition birds I want them to win. There being so much variance in the quality wanted and in price parties wish to pay for exhibition birds, I beg you to write me explaining fully just how good a bird it will take to win, how strong the class was last season, and give me an idea of how much money you feel disposed to pay out for the birds you desire. With this information I will be in position to tell you just what I can do. No need buying a hundred-dollar bird when a fifty-dollar one will win out for you. Let us understand one another and I am sure I can place you in position to win the prizes you are after. I know I am in position to give you better value for your money than anyone else, for I have thousands to select from, while others have but a few hundred. If desired, I will condition exhibition birds for my customers, having them ready for the show room as soon as they reach you. I condition, gratis, all birds sold for \$50 or more, and for birds sold for less than this, my charge for conditioning is \$10 each specimen. If you order exhibition birds and on their arrival they do not please you, return them at once and your money will be cheerfully refunded, less express charges and cost of conditioning.

EGGS FOR HATCHING

ALTHOUGH I feel every time I ship out eggs for hatching that I am losing money, for it would be much more profitable to keep the eggs and hatch them; still there are a great many who can only start in the poultry business in a small way, and the buying of eggs for hatching is the cheapest way, and

I will say in some cases the most profitable way, as I have known parties to rear several hundred dollars' worth of birds from a small investment in eggs.

We pack all eggs carefully and furnish you eggs from the same yards as we rear all our chicks from. We have no special matings and charge but *one price for eggs* from all our mated yards, viz.: \$10 per fifteen. *We guarantee nine strong chicks* out of the fifteen

eggs or duplicate the order at half price. To secure duplication of order the same must be ordered during the season the eggs were purchased.

Sale Stock Eggs

Having on hands from one to two thousand hens at all times on the home farm and adjoining farms, we are in position to furnish eggs for hatching in large quantities at \$10 per hundred, or three hundred for \$25. *No guarantee* as to rate of fertility on this class of eggs, but the hens having free range and being mated to selected male birds, the rate of fertility has always been high. The Fishel Sale Stock eggs have proven splendid investments, for many choice specimens have been hatched from these eggs time and time again.

One Day's Egg Shipment. No Expense is Spared in Having Our Eggs Reach Customers in Good Condition.

We are Bred for Egg Production as well as Winning Prizes

LASTINGER, A.D.

BABY CHICKS

How to raise and care for them

A GREAT many persons much prefer to buy newly hatched or baby chicks, rather than eggs for hatching. To accommodate our customers we have decided to furnish baby chicks in any number desired. Order should be sent three weeks in advance of delivery if possible for you to do so. Chicks are sent by express, properly boxed in light paper boxes. We give gratis ten per cent. of number ordered to make up for death loss, if any, in shipping.

Price of Baby Chicks

Chicks from yard matings, \$1.50 each.

Chicks from sale stock eggs, \$8 per twenty-five; \$15 per fifty; \$25 per hundred.

On the chicks' arrival place in your brooder and feed a tablespoonful of prepared chick food to every twenty-five chicks every three hours. Keep charcoal and coarse sand before them at all times, also water; soft or rain water if possible.

As the chicks grow older increase the amount of feed and feed them along the plan described as follows:

Care of Chicks

It is very hard to lay down set rules as to the care of chicks, as different locations, climates, seasons, feed, etc., have a great deal to do with the success of rearing artificially hatched chicks.

When the incubator is through hatching

A chick, to thrive and grow out well, wants food where he can get it at any time desired.

We leave our chicks in the brooder house until four or five weeks old, then place them in outdoor brooders until nearly feathered out. From the outdoor brooders we place them in brood coops, where they are kept until they learn to get in out of the rain and there is no danger of them drowning.

We then remove them out on the farm in colony houses, giving them absolutely *free range*.

I believe chicks, to thrive and grow up strong, should be moved as often as possible, and this has been done at "Fishelton" for years and I believe it is one of the things that has made the U. R. Fishel White Plymouth Rocks noted for their strong, husky condition.

we remove the egg trays and leave the chicks in the incubators at least twenty-four hours. We always open the incubator door a little to give the chicks fresh air.

After the chicks have been in the incubator twenty-four hours we remove them to the brooder which we have prepared by covering the floor with a thin layer of sand and some fine cut straw under the hover. We have placed in the brooder a small pan of fine granulated charcoal, also one of chick grit. We also keep before the chicks at all times drinking water, soft or rain water being the best.

We feed the chicks nothing for the first day they are in the brooder, after that feed every hour, but very sparingly. Any good prepared chick feed is the proper food for them. Scatter thin in the sand and litter, making the little fellows learn to work for a living. *Do not overfeed*, for this sure means death to your little flock.

After a few days, or when your chicks are nicely started, you can feed them table scraps or stale bread soaked in milk, in fact, almost anything from the kitchen will be good for them, but remember, grit, charcoal and water must be before them at all times.

After the chicks are a week old we keep before them at all times *pure wheat bran*. They relish this greatly and it is a cheap, bulky feed and one that gives the chicks quick growth.

We keep a dry mash before our young chicks at all times, and after they are feathered out. We also hopper feed them with a grain mixture.

POVLTRY DISEASES

and their Treatment

I HARDLY deem it necessary to describe here each and every disease poultry is subject to, but will take up a few of the most dangerous as well as common ailments that we should watch for and take care of promptly if we wish to save our fowls. If you keep your poultry yards and houses clean you will seldom have any sick fowls. Clean quarters, pure fresh water, and wholesome, sweet food is sure to save you many losses.

Out of Condition—Many times sickness among your fowls can be prevented if a bird is taken in time and treated. Whenever you notice a fowl moping around, walking with a jerky stride and looking pale around the head, take the bird up at once and see that

mites are not eating it up, then give it one liver pill (the same kind made for people), these can be purchased at any drug store. The one pill if given a bird in time will bring them around O. K.

Cholera—A disease that years ago killed more poultry than anything else. This was caused by filthy poultry houses, as people cleaned their poultry houses but once a year those days (and it is a fact that many rearing poultry do the same now). Filthy quarters and impure drinking water is the cause of a cholera epidemic. Prevent the disease and you will have no cause to treat it. Should the disease get started in your flock, give each specimen ailing one liver pill; then feed any good poultry tonic which

Shipping House at "Fishelton"

Looking West, Showing Breeding Yards

you can obtain from most any dealer in your home town.

Roup—Probably at the present time more fowls are lost annually with roup than any other disease. This disease generally starts with running at the nose. If taken at this stage it can be cured. As to preventing roup, I would say this is hard to do, for seemingly it appears in your flock when you have been caring for them the same as always without any roup being noticed. Sudden changes of weather, or possibly your neighbor's flock has it, and it is in the atmosphere; at any rate, it appears in your flock, and the sooner you get busy treating it the better. The placing of Roup Cure in the drinking water at once is a good plan; in fact, this is the quickest and best way to reach the disease, as the birds when drinking stick their beaks into the water causing the remedy to come in contact with the nostrils. If you fail to check the trouble, I would suggest the treating of each speci-

men. This can be done by using a small machine oiler, injecting a solution of one part each camphor, kerosene oil, olive oil and naphtholeum, rather strong solution, but it generally does the work.

Limber Neck—This, without a doubt, is the most fatal of all poultry diseases. I have known farmers to lose almost their entire flock in one day and night. The birds seem to lose control of their heads and necks; in fact, the entire body becomes limber, and if not treated at once the fowl dies. I have seen dozens of fowls sitting on their roosting places with their heads hanging down. The cause of this disease is the eating of decayed vegetable or animal matter. It is necessary that nothing dead be left where the fowls can get it. Cleanliness again proves to be the best preventive of this as well as all diseases. The treatment for this is Fishel's Remedy, given direct to the fowl if unable to drink; if able to drink, place the remedy in

Full Working Force at "Fishelton." Fifteen People, Eight Head of Horses

How the Breeding Birds are Yarded at "Fishelton"

the drinking water. You can check the disease and keep it from spreading by penning up your entire flock and allowing no other drinking water except that containing the remedy. Also look for and remove the cause. A dead rat or snake is about the worst thing to cause limber neck.

Gapes—There is no disease in poultry that causes so heavy a loss as does gapes in little chicks. If you are troubled with this I would suggest that you change quarters, that is, try rearing your chicks next season on a different plat of ground. If this is impossible, cover the poultry yards with a good coating of lime and plow or spade under in the fall of the year. Never let your little chicks out in the dew or wet grass; keep them confined in the coops until the grass and ground is dry. I have found a remedy that will prevent and cure gapes. Price of this "Fishel's Poultry Remedy" is 50c and \$1.00 per bottle postpaid.

Scaly Legs—Is a common disease among poultry. Nothing serious about it, but it looks bad, and fowls do not thrive that have it. Take a mixture of lard, sulphur and kerosene and thoroughly anoint the shanks and feet of the fowl; about three applications will effect a cure. If your fowls are bothered with scaly legs I would suggest the destruction of the old roosts, or thoroughly saturating them with kerosene oil twice a week for several months. Scaly legs is caused by a minute insect working under the scale of the shank.

Chicken Pox, or Sore Head, as it is known throughout the Southern States, is one of the meanest troubles we have. It is seldom fatal, but it invariably goes through the entire flock if not checked promptly. The first symptoms are small white sores or pimples on face, comb and wattles. If you will isolate the bird at once it may prevent the disease spreading. Chicken pox is caused by over-

Farm Reared, Strong, Vigorous Males, Insures Fertile Eggs and Strong Chicks

The Fishel White Plymouth Rock Pullets Always Please their Owners

crowding your houses, damp quarters, and sometimes by the birds fighting. Anoint the sores with the following mixture: Vaseline, naphtholeum, peroxide and a few drops of carbolic acid. As in all other diseases poultry is subject to, prevention is better than a cure, so keep the quarters clean and do not overcrowd your birds, and you will not be bothered with chicken pox.

Canker—This is one of the worst ailments a fowl is subject to. If the trouble is in the mouth you will notice yellow patches on tongue or side of the mouth, sometimes extending down and into the windpipe. Never let a child get near a fowl with a severe case of canker, for it is so similar to diphtheria that I consider it practically the same. Take a thin stick and scrape off the yellow patches, then anoint the parts with Roupino. One or two applications will ef-

fect a cure. If the bird is not a valuable one, better cut its head off and bury or burn it. Canker of the vent can be treated the same way.

Distemper or Colds—The symptoms of this is a discharge at the nostrils, the bird seemingly not growing at all, and becomes very thin in flesh. Keep Roupino in the drinking water at all times, and twice a week go through your flock, anointing the nostrils of birds that have the trouble, with roup salve. If you will take the distemper in hand in time, they will escape the roup, but if not checked, your flock will be ruined.

Rattling in Throat—Although not a fatal disease, it is annoying, and should be promptly looked after. Dip your finger in the Fishel Roup Remedy and swab out the throat of the fowl with same. One or two applications generally effect a cure.

U. R., Jr.

DO AND DON'TS

Don't be misled and buy your foundation stock from some one who cannot give you blood lines to produce for you.

Don't expect your fowls to give you good results without good care.

Don't overfeed. To overfeed is as injurious as not enough—that is with matured fowls.

Don't forget to feed your morning feed so the fowls will be compelled to work for it.

Don't forget the fact that Fishel's White Plymouth Rocks, with proper care, will produce more eggs than any other fowl.

Don't forget the fact that a specialty breeder can give you better value for your money.

Don't permit your June hatched chicks to run in the hot sun until they are feathered out.

Don't expect a ten dollar bird for two when you buy your fowls.

Don't let your chicks die with the gapes when a dollar invested in Fishel's Gape Remedy will save a thousand of them.

Don't separate your male birds entirely from hens—keep one or two hens with them.

Don't expect every chick hatched from a setting of eggs to be a hundred dollar bird.

Don't expect an idle hen to produce many eggs.

Don't expect an over-fat hen to produce fertile eggs.

Don't permit your little chicks to run in the dew or wet grass.

Don't forget when in trouble with your fowls that I am always anxious to assist you if possible for me to do so.

Don't forget the fact that the most beautiful and profitable fowl for the fancier, market poultryman, suburbanite or farmer is the White Plymouth Rock.

Don't forget the fact that we do not allow visitors on Sunday. We go to church that day.

Do your best to make your poultry profitable.

Do try White Plymouth Rocks before you select a breed of fowls—they will please you.

Do keep before your fowls at all times plenty of charcoal, grit and oyster shell.

Do you know that one has few losses among his fowls if he will but keep their quarters clean?

Do you realize the fact that a White Plymouth Rock hen will pay a greater dividend than anything you can invest in?

Do see to it that your fowls have plenty of cool, fresh water at all times.

Do your best to procure more eggs during the winter months than do your neighbors. You can do it with White Plymouth Rocks.

Do you know that blood lines count in egg production as well as anything else?

Do you think you can secure as pure stock from the fellow that has seven or eight varieties on a small plant as from the man who rears but one variety on a large farm?

Do you know it has taken twenty years to bring the Fishel White Plymouth Rocks to their high state of perfection?

Do visit "Fishelton" some time. The half has not been told of this Poultry Farm.

Do give your children encouragement in their desire to raise poultry.

Do you know there is no fowl as fine a table fowl as the White Plymouth Rocks?

Do visit your local poultry show every year. It is interesting and instructive.

Do your best to encourage the rearing of more and better poultry.

Do you realize the fact that the poultry income in the United States exceeds that of any other live stock?

Do you know that most of the summer homes have Fishel's White Plymouth Rocks?

Out in the Cornfield They Grow Large and Strong

The J. C. Fishel & Son White Wyandottes

NATURALLY when a poultry fancier hears the name of Fishel, he first thinks of White Plymouth Rocks, then of Hope, Indiana. The J. C. Fishel & Son White Wyandottes, now so popular the world over, are bred and were originated by my senior brother, Mr. J. C. Fishel and his son, Mr. Charles I. Fishel, and I am pleased to say they have to-day the whitest and best-shaped flock of White Wyandottes in

the world. In fact, he has named them the "World's Best" which they truly are. My brother and I bred fancy poultry under the firm name of Fishel Brothers, something like twenty-five years ago, therefore you bank on it, those of you who are interested in White Wyandottes, that whatever J. C. Fishel & Son tell you is a fact. Send for their catalog if interested, and they will be pleased to mail you a copy.

THE BEST
IN THE WORLD

We Will More Than Pay
for Our Keeping

White Runner Ducks

Mrs. U. R. Fishel

IT IS claimed, but I hardly believe it is true, that most wives of poultry fanciers take no interest in poultry work. I am sure if the ladies would spend more time caring for a flock of poultry there would be less doctor bills to pay and larger bank accounts to enjoy. There is no reason why the wives and daughters of the city and country homes should not have a flock of fowls that would not only give them health and pleasure, but prove a source of profit also, and there is no fowl that will suit all as well as White Runner Ducks.

The White Runner Duck is pure white in color and the type of the

Indian Runner Duck. They far excel as egg producers anything in the fowl line. They produce a pure white egg of good size, eight duck eggs equal to twelve hen eggs. As a table fowl there is no duck that has finer grained flesh or finer flavored flesh than the White Runner.

It is not necessary that the White Runner Duck has a swimming pool; all they need is plenty drinking water and plenty sand. It costs much less to feed White Runners than chickens, not that the bulk of food consumed is less, but the food for the ducks is of a cheaper grade and more bulky, and water constitutes about sixty per cent. of a duck's food.

Ducks are easily reared. Once hatched, you can almost bank on a matured duck. Realizing the fact that a great many people were in

better position to raise ducks than any other fowls, Mrs. Fishel decided to give to this class of poultry fanciers the very best there was in water fowl, so has taken up the White Runners. We have at this time a flock of about two thousand White Runners, without a doubt the largest, and I believe the best flock in the world.

The White Runners are much easier bred than the parti-colored variety, as the Whites breed absolutely true to color. Of over two thousand we hatched and reared this season there was not an off-colored specimen, so we know our strain is breeding absolutely true to color. As to type, I believe for a new breed the White Runners have an established type that far excels some of the old Indian Runners. The pure white (not cream) plumage, the rich yellow orange beak and shank, and the upright, racy carriage, with that quick, alert appearance, make the White Runners the most beautiful of all ducks. I really believe White Runners will produce more eggs than the parti-colored birds, for egg production has been the one great aim in perfecting this new breed. The eggs of this fowl bring about fifty per cent. more on the market than hen eggs, and I really believe a

White Runner duck will lay about one-third more eggs in the period of a year than a hen.

You need never worry about lice or mites on ducks, nor do they ever contract colds or roup. In fact, it is seldom you lose a Runner Duck unless it is injured by accident.

Prizes Won on White Runner Ducks

Indiana State Fair, 1910—First and second pair old; first and second pair young; first breeding pen.

Great Hagerstown, Maryland, Fair, 1910—First and second drake old; first and second drake young; first and second duck old; first and second duck young; first breeding pen.

Indianapolis, Ind., February, 1911—First and second drake old; first and second drake young; first and second breeding pen.

This was a very strong show of White Runners.

Central Palace, New York, 1910—First and second drake old; first and second drake young; first and second duck old; first and second duck young; first breeding pen.

Our Prices

Choice Drakes, old or young - - \$5, \$8, \$10, \$15

Ducks, selected breeders, young or old, \$8, \$10, \$15, \$20

Exhibition birds matter of correspondence.

Eggs, \$8 per 12; \$15 per 30; \$40 per 100.

Care of Ducks

MATURED White Runner Ducks require very little attention—the most important thing is plenty of fresh drinking water at all times. Runner Ducks require little room; a flock of twenty-five or thirty can be successfully kept on a lot twenty by fifty feet. See that they have shade at all times. In winter months they should have good shelter if you desire them to produce eggs for you. In mating, we give five ducks to one drake; with this number you can rest assured of every egg being fertile. We feed in the morning a mash food, composed of wheat bran three parts, shorts two parts, corn meal one part, alfalfa meal one part, beef scrap one part, and one-half part fine sand. Mix wet and feed in troughs. A good feed trough for ducks, both old and young, is made by taking a plank twelve inches wide and one-half inch thick, nail an inch strip all around the plank, also nail strip across bottom to prevent warping. This makes a cheap, sanitary feed trough for either grain or mash food. Of an evening we feed cracked or whole corn, which ever is convenient. Sometimes a change to a little wheat, soaked, is relished by the birds. Keep before the ducks at all times plenty of sand and oyster shell.

There is nothing that pays the dividends like money invested in White Runner Ducks.

Young Ducks

Are tender, so to speak, when first hatched, and should not be allowed to chill. We feed our little ducks nothing the first day, and see to it they do not get chilled. After the first day they feed every three hours and fresh water is given them every three hours, removing the water after they have drunk freely; follow this method for four or five

days; then leave water with them all the time, but do not permit the floor of the coop or pen to become foul or too wet. Keep the floor of the coop or brooder covered with fine sand at all times. The first food for young ducks can be either a mixture of three parts wheat bran, two parts shorts, one part corn meal, with a very little sand in it; also, bread soaked in sweet milk is a splendid food to start the young ducks on. After the first week you can feed but three times a day and add to the feed one-half part meat scrap, increasing the meat scrap as the ducks grow, to one

part meat scrap. Never permit any sour feed to remain in the coops of the young ducks. No trouble to rear ducks, for they are not subject to diseases. In hot weather provide plenty shade for the growing ducks as well as the old ones. Fresh air, plenty of water, sand and shade, are essential things for the successful rearing of ducks.

Winners at New York, 1910

May We Have Your Order?

IF YOU are contemplating buying any poultry we would like very much to place with you a few of the noted U. R. Fishel White Plymouth Rocks. We believe, in fact know, we are in better position to take care of your order than any other breeder of these splendid fowls. Remember, we have thousands to select from. Remember, our birds are all farm reared, strong, vigorous, husky birds. Remember, we can give you blood lines no other White Plymouth Rock breeder can give you. Remember, U. R. Fishel more than pleases his customers. Remember, every order has my personal attention, every bird is selected and every pen properly mated by the writer; in fact, every effort possible is put forth to please you.

When sending me your order please send cash with order, either by Post Office Money Order, Bank Draft or Express Money Order. Owing to the large amount of business that comes from all parts of the world it is impossible to carry on the business any other way than cash with order.

Nothing shipped C. O. D. or on open account. If you will consult Dun's or Bradstreet's Commercial Report, or wire the Citizens National Bank, Hope, Indiana (of which bank I am a director), you will be convinced that I am worthy of your confidence and responsible for any amount you might wish to place with me.

If the birds ordered are not entirely as represented; in fact, better than represented, and do not please you on their arrival, return them immediately and your money less express charges will be cheerfully refunded. I put my time and expense in shipping stock, or a loss of birds, should there be any, against your loss of express charges. We very seldom fail to more than please our customers. Once in a great while we find a person we can not please. We find those persons in all vocations of life. Do not expect a ten-dollar-bird for three dollars, and I guarantee not to ship you a three-dollar-bird for ten dollars. No bird sold for less than five dollars can be returned.

Birds sold for less than five dollars are utility birds only, and we do not permit the returning of utility stock.

Yours very Resp.
U. R. Fishel

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