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SHEPPARD'S "Famous" Anconas

Printed in Sweden

The
Sheppard
Trade-mark

You will notice, as you look through the pictures in this new Ancona Book, that I have discarded the mustache shown above.

But I don't dare change the Trademark. If I were to leave the mustache out, a good many people might think that they weren't getting the genuine Sheppard Strain of "Famous" Anconas. The Trademark has become so well known that I don't dare tamper with it.

And so I stick to the mustache!

1922 Winnings at Madison Square Garden

The World's Premier Poultry Show

"Famous Birds" Won the Desirable Prizes

SINGLE COMB

Cock	1	2	3	5
Hen	1	2		
Cockerel	1	2	3	4 5
Pullet	1	2		
Pen Old	1	2	(2 entries)	
Pen Young	1	2	(2 entries)	

Special for Best Single Comb Display

ROSE COMB

Cock	1	3	5	
Hen	2	3	4	5
Cockerel	1	2	3	
Pullet	3	4	5	
Pen Old	1	2	(2 entries)	
Pen Young	1	2	(2 entries)	

Special for Best Rose Comb Display

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If you have ever enjoyed the luxury of a fine fresh egg or two for breakfast * * *

If you have ever sold a dozen or more eggs to the corner grocery for a nice, substantial profit * * *

If you have ever sat down, on a Sunday, to an old-fashioned chicken dinner * * *

Or if you ever hope to do these things
* * *

This new Ancona Book is dedicated to you.

H. Cecil Sheppard.

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This book is copyrighted (in 1922) by Mr. H. Cecil Sheppard. All rights are reserved in accordance with new copyright laws of the United States. Thus both the illustrations and the original text in this book are protected for the exclusive use of Mr. Sheppard unless he gives his permission in writing. The name "Sheppard's" must not be applied to Anconas— by other breeders—without Mr. Sheppard's definite and written consent. If you have bought stock or eggs direct, write for permission to advertise Sheppard strain.

Winners in the Sheppard Snapshot Contest

A few months ago, the world's first Ancona Snapshot Contest was started. The winning pictures (and the "stories" that came with them) are here announced.

I wish to take this opportunity to thank all those "Famous" enthusiasts who entered the Contest, and to congratulate the winners. The prizes have already been awarded.

From a Boy of Fifteen

Dear Mr. Sheppard:

My father and I have always been very much interested in poultry raising.

A year ago, I noticed one of your advertisements in a Poultry Magazine and decided to send for your Catalog. I became so interested in your strain of Anconas that I purchased a few. We found out that Sheppard's "Famous" Anconas are above par as layers and also above par as show birds.

Some time ago I sold five Ancona pullets and one cockerel to a man, who later said that he had been offered twice the price he had paid me for them. He had refused the offer, he said, because they were such excellent layers and so beautiful and tame.

All the chicks I ordered from you this Spring are alive and full of "pep". They attempt to fly up on my shoulders, head and arms when I go out to feed them, so you can see that they are regular pets.

Am sending you a picture of me and the "young ones".

Yours truly,

E. C. HILMBERG,
Iowa.

The Early Birds Make the Profits

Dear Mr. Sheppard:

I certainly feel a friend to you since I got to dealing with you, Mr. Sheppard.

It is two years ago since I received my first fifty "Famous" Ancona chicks, and I am proud to say that I never took so much interest in my chickens as I have since then. The fifty chicks reached me O. K. All of them were healthy and I raised every one.

They are certainly early birds. One of my cockerels crowed before he was three weeks old, and my June pullets laid eggs in October.

I cannot say enough in praise of Sheppard's Anconas.

Am enclosing a snapshot of my flock. The two white hens you will notice are my setting hens as the Anconas never take time out to set!

Yours truly,

MRS. ANTON HOMRICH,

Michigan.

Mrs. Homrich and Flock

“Just Shake Your Fist at Him”

Dear Mr. Sheppard:

I am enclosing a picture of one of my “Famous” cockerels. He is five months old and real tame. He will come up anytime to eat from your hand—but just shake your fist at him and he is ready for a fight.

In regard to my experience with the Sheppard Strain of Anconas, I will say that it has been such that I will never want to keep any other breed of chickens. I have only a small flock, about 160 hens, and keep them mostly for egg production, shipping eggs several times a week to the nearest city market. The largest number I have sold from my flock this year is 90 dozen.

Anconas are fine layers winter and summer, and I often gather more eggs than usual during the coldest weather. They are more active and eat less than any other breed of chickens I have ever had. I find, also, that not only the pullets are great layers, but even the two-year old hens.

I am glad to report a good hatch from the setting of eggs I bought from you last month. I got 14 chicks from the 15 eggs, and I hope to get some fancy cockerels from this bunch to head my pens.

Very truly yours,

MAUDE F. LONG,

Tennessee.

He Ought to Travel with a Circus !

Dear Mr. Sheppard:

I am sending you a picture of myself and one of my "wild" Anconas, as some people think they are.

Folks here in Warsaw say I ought to travel with a circus. At the snap of my fingers, they are up on me and will stay there until I put them off. Then they get a little extra feed for their stunts.

I don't expect to win your prize, but if anybody has got Anconas any tamer than mine, I want a picture of them. My boy can put an Ancona on the radiator of his little "racer" and ride around the streets with it. They are all great pets.

I am more than pleased with the "Famous" Anconas, and will always have a word of praise for the Ancona King of the World, H. Cecil Sheppard.

Yours truly,

E. E. Kraehling
Illinois.

N. B. So many splendid snapshots were entered in the Ancona Contest that we had considerable difficulty in determining upon the three winners. It was especially hard to decide upon No. 3, so I selected two—the one on this and on the opposite page. Prizes were given to each of these entrants.

—H. C. S.

THE ANCONAS

I am here printing extracts from a recent article in "The Country Gentleman," by Harry R. Lewis. It was entitled, "The Anconas."

—H. C. S.

"Yes, Cecil Sheppard has made the Anconas, but neither Cecil Sheppard nor any other mortal man could have given them the wide popularity they have today unless they possessed real merit to start with.

"You have no doubt seen the Famous Sheppard Ancona Egg, ivory white, large and well-shaped, with a fine specimen of mottled Ancona in the center—with Mr. Sheppard's face peering at you just over the Ancona's back. Such is the trade-mark that has made the names Ancona and Sheppard synonyms the world over. It is a most interesting story of how this man, then successful in another line of business, but who was not blessed with good health, was led into the field of poultry production and how he saw the possibilities and used them to build a sound business for himself and to make the American hen more efficient. A few weeks ago I heard from Mr. Sheppard himself the story of his fight and the fun and profit he realized. My first questions were to satisfy a natural desire to know how it was that he should leave a remunerative business and take up chickens. Here is the way it actually happened in Mr. Sheppard's own words:

"'Cleveland was my home for a number of years. While there my health was not satisfactory. It looked as though it were a choice between getting farther away from the nerve-racking push and bustle of the city and spending more time in the great out-of-doors, or of prematurely joining the ranks of the countless slumbering army. Naturally, I resolved to go back to the country, and soon selected a location. Mrs. Sheppard and myself looked over a number of places on the southern shore of Lake Erie. We decided to settle in Berea, where conditions were ideal—good schools and colleges to educate the children and all modern conveniences. It is located on three railroads and a good electric line, so that shipping facilities are excellent.'

The Beginner's Usual Mistake

"'I leased the property for a couple of years, but at the end of six months we were so deeply in love with the location that the property became a Sheppard possession. We moved to Berea the latter part of March, 1906.'

"How did you come to choose Anconas when you began?" I asked.

"'I started with several breeds," Mr. Sheppard answered. 'I kept four breeds the first year. At the end of that year I decided to keep only one—the breed that produced eggs abundantly during the winter months. This is one of the secrets of success—to get a breed that will produce eggs practically all the year round, and especially when the price of eggs is high.'

"Did you start with good birds?" I asked.

"'I made the usual mistake beginners make. I bought ordinary stock,' answered the Ancona king. 'At the end of the first year I found I had lost a year's time and had nothing but utility birds—something that intelligent chicken people do not want. It taught me a lesson, however. When I discarded my other breeds I secured the best stock of my favorite breed that could be obtained. At the end of the second year I had a flock of strictly high grade birds and found I was on the right road to success.'

Good Stock the First Essential

"From your experience what advice do you consider to be the most sound for beginners?" I queried.

"'The commercial agencies will tell you that 90 per cent of the business houses fail at some period during their lifetime,' replied Mr. Sheppard. 'Probably the principal reason for this is because they start on too large a scale. It is like a boy learning to swim. If he jumps in deep water, he drowns; but if he stays in shallow water until he learns, he can go into deep water safely. I started my chickens on a small scale, and from the beginning they were paying for their keep and a little more.'

"I would suggest that beginners start in a small way and buy good stock to start with. There is always a demand for good stock, while that for poor stock is limited. It is a common error to invest in expensive chicken houses and buy cheap stock. Whatever breed you buy, go to some reputable breeder and secure good stock. Remember that it is quality of stock that pays the large dividends and not the expensive poultry houses. You can raise good birds from good stock in a cheap building, but you cannot raise good birds from poor stock, no matter how good your buildings are. If you have twenty-five, fifty or a hundred dollars to invest, buy a pen of five birds in place of a dozen.'

And So It Was

"So it was that Cecil Sheppard started fifteen years ago to raise Anconas, first as a means of regaining perfect health and for the love of outdoor life, and now he is engaged in their breeding and sale as a business, a business which has placed him among the largest and best-known poultry breeders in America. From the small beginning fifteen years ago, we find Sheppard's Ancona Farm today has grown to immense proportions. The home farm at Berea, Ohio, consists of nineteen and a half acres, but in addition to this, Mr. Sheppard uses five farms of 100 acres each, where he grows thousands of head of young stock. In addition to the Ohio plant he operates two large branch farms, so he can take better care of his widely distributed customers. Sheppard's Ancona Farm winters about 5000 head of adult stock and more than 10,000 head of youngsters are raised each year.

"The center of this poultry manufacturing plant is a large three-story, barnlike structure which Mr. Sheppard calls the administration building. It is the hub of his business from which radiate all the activities incidental to the production of egg-laying, prize-winning poultry. In it are located the office, power plant, shipping room, conditioning room, fifteen laying pens, and 'stag quarters' with 250 individual cages for male birds. It is at least the largest, if not the only, barn of its kind in the world.

"An office located in a barn may seem a bit incongruous. But it is finished, furnished and heated like a thoroughly modern business office in the heart of any city. An atmosphere of industry pervades the place. Stenographers are answering correspondence, other girls are checking over orders, sending out catalogues—almost everything that is done in any office. It is completely fitted out with modern office equipment, down to the latest wrinkle in a card-index system.

Mother Nature's Kindly Gifts

"Mother Nature has been kind to 'Ancona Headquarters.' There is a natural-gas well on the farm. It is used to heat the office, to operate a steam-heating plant in the main brooder house; In fact, for all lighting and heating purposes on this modern 'manufacturing' plant. Fresh, pure water is available at several convenient places on the grounds. Eleven years ago Mr. Sheppard added what Nature neglected to provide—abundant shade for the flock of birds, in the shape of hundreds of fruit trees. Next to his chickens, Mr. Sheppard takes great pride in his splendid apple orchard.

"The shipping room is one of the busiest places in the plant. From this room shipments go forth to the far corners of the earth. Even from Italy, the original home of the Ancona, and from England, where they have long been a favorite breed, orders come directed to Ancona Headquarters. Every shipment, whether it is for a 100-mile or 1000-mile trip, is prepared with scrupulous care to insure its safety.

"Success in breeding fine birds has been one of the contributing factors toward the success of the whole business. During the past fourteen years Mr. Sheppard has won over 75 per cent of all the first and second prizes in both the single and rose comb Anconas entered at Madison Square Garden, America's leading poultry exhibition. His birds likewise have been noted for high egg production, both on his own farms and in the hands of his many customers."

MY STORY

People often ask me if I don't get tired of telling the same old stuff year after year. Not for a moment! And it isn't the "same old stuff"!

For I am always finding out new things about "Famous" Anconas. They are forever breaking old records and setting up new ones. Never a week goes by but what some new virtue seems to come to light.

You will see, as you read through this Book, that Anconas have a mighty hold on me. And you will see, too, how they have won their way into the hearts of hundreds of my customers.

My Early Experiences

I often recall my early experiences with Anconas. When I first took hold of the breed, they were in a "bad way". Every hand, it seemed, was raised against them. The "experts" said that Anconas would never become popular. They would never make good, not in a million years! It was claimed that there was no standard; that in Italy (the original home of the breed) the birds were of a dozen different colors; that some were pure black, others black and white, others with every known shade of brown and tan mixed in with the black and white. Objections were even made to their being exhibited at the Shows.

In spite of this gloomy prophecy and actual enmity, the Anconas pushed their egg-laying way to the front. Out of the chaos of color, there came a standard. The long dooping comb and the enormous gills disappeared. I wish you had seen those early Anconas, with their big combs and the gills that rested on the ground when they ate.

My First Advertisement

Long before I attempted to advertise my strain to any extent, I was busy making records—both in the showroom and the laying flocks. What little advertising I did was confined to the classified columns of the poultry publications. How well I remember my first "ad"! It cost me 80c, and it had a run of three months in "Poultry Success". It was published during the season of 1906-1907. Here it is:

"Sheppard's Famous Anconas. Stock and eggs for sale. Circular free. H. Cecil Sheppard, Berea, Ohio."

My first piece of printed matter was a small 4-page affair. If I remember correctly, I sent out only several hundred of this circular. My largest piece, this year, is the Catalog you are now reading. The first edition consists of 30,000 copies. It has taken eight tons of paper. And this, you will understand, is only the first edition. It will run at least one more edition.

H. CECIL SHEPPARD

To Whom It May Concern:

Have known Mr. H. Cecil Sheppard for many years. Have always found him anxious to do all that he agrees to do. His integrity is not questioned. He has the reputation of giving everyone a square deal.

E. J. KENNEDY, President,
Commercial and Savings Bank, Berea, Ohio.

But I wish to go on record right here with this statement:

All the advertising I have ever done wouldn't amount to a row of rusty pins, if I didn't back it up with **value received**. And, as a matter of fact, I believe that about three-fourths of my new business comes not from advertising, but from the personal recommendation of satisfied customers.

But to get back to "Famous Anconas. I wouldn't be surprised, however, if you should find me talking about myself and my business quite frequently. For the story of Anconas is pretty much the story of Sheppard. The two stories seem to go together.

Early Ancona History

The first record available of Anconas comes from ancient and sunny Italy. The origin of this remarkable breed is still shrouded in mystery. Various explanations have been offered. Possibly they come from a cross between the Black Valdano and the common Italian fowl. Probably they were evolved thru years of patient breeding by the peasants of the province of Ancona, from whence comes their name. They are not without honor in their own country, being considered superior to all other native breeds in the production of eggs, in beauty, and in the quality of the meat.

As I have said, the whole matter of Ancona origin is a matter of mystery. Some claim one thing, some another. From what I have been able to learn—and I have studied practically every responsible authority on the subject—the modern Ancona has no reason to be ashamed of its ancestry. On the contrary, it can feel mighty proud of its ancient Mediterranean descent. For even in those early days Anconas had the reputation of being excellent layers.

Winter Egg Production

As early as 1852 Anconas were imported to England and the Continental countries. It was in Belgium, I believe, that a Company was organized for the purpose of importing poultry that would "lay throughout the winter". This Company made no "bones" about it * * * they came right out and said that they were going into the business for the express purpose of getting **Winter Egg Production**.

It was in 1890 that Anconas were first imported to America. I must confess that they created no great excitement for some years. Poultry matters were slow in those days, and only a few professional breeders heard about them. Not until 1905 did the American poultry public pay much attention to the Anconas. Since that time, however, they have grown steadily in public favor, and have made wonderful progress.

With every passing year, Anconas become more popular. There is just one explanation: Anconas have proven **profitable**.

KING RICHARD
America's Sovereign Bird

The photograph does not do justice to the magnificent bearing of this regal bird. At the Madison Square Garden, New York City, he was first cockerel, and the year following, first cock. His great grandsire was first cock at the Dairy Show, London, England, and sire of all the birds that won all the top prizes in Madison Square Garden in 1908. And his grandchildren and great grandchildren have been adding luster to his laurels since then.

How Do They Do It?

Many people have marveled how a supposedly warm weather bird could have so thoroughly engrained in its character the ability to lay eggs in an American winter. The explanation lies in the geography of the province of Ancona. It is a mountainous country and unusually cold temperatures prevail because of the superior elevation. In the winter time it is subject to the raw, bitter winds of the north of Europe. Thus the Ancona has been long accustomed to producing eggs under unfavorable conditions.

It is geography, also, that probably explains Ancona hardiness. In Italy the climate ranges from below zero to 100 degrees, or more, above. This great diversity accounts for the extreme hardiness of Anconas, and their ability to adapt themselves to the varied climates of America.

When Anconas were first sent out from Italy, it was under very crude and difficult shipping conditions. Early records tell us, however, that the mortality during the long and stormy sea voyages was "only one per thousand". This is certainly a splendid tribute to the hardiness and vitality of the Ancona.

I Confess It!

Many people have asked me this question: "Isn't it the source of considerable satisfaction, Mr. Sheppard, to have your name associated with such a wonderful breed of birds?" It surely is.

When I stop to think of all that Anconas have done for me—and of all they are doing for my customers—I feel like "taking off my hat" to them. Just by way of example, (of what they have done for me), note the pictures on this and opposite page. The first shows my office of a number of years ago. You can see how old-fashioned everything looks. The one across the page shows my office of today. You can see the difference.

The Way We USED To Do Things

The Way We Do Them Now

The Way We "Carry On"

While we're in the office, I might as well tell you something about the way we "carry on" here.

I keep a close supervision of all the mail myself. In this way I manage to keep a pretty close tab on the business all the time. If some question is asked or some word of explanation needed, I dictate a reply immediately. And it's a mighty poor day when I am not asked a score or more of questions about poultry raising. I wish you could read them * * * What kind of this or that or the other thing I recommend. Is there any way to distinguish sex in day old chicks? How many chickens should be kept in a certain space? And dozens of others.

If a letter contains an inquiry for a Catalog, one is immediately sent. If it contains an order for "Famous" Stock or Hatching Eggs or Baby Chicks, the order is at once copied onto a card, which is kept for further reference. If the order calls for immediate shipment, the stock is usually on its way before the sun goes down.

You can probably imagine how busy you folks keep us. Some days more than a thousand letters are received. This, of course, is only during the busy seasons of the year. In spite of all this office work, however, I always find time to be out on the firing line * * * where the hens are cackling and the roosters crowing.

Francis

Many of my birds have earned the right to own fancy names. This particular one—a consistent prize winner—is called “Francis”.

The Old Speckled Hen

Once in a while, other breeders of poultry seem to take a special delight in referring to the Ancona as the “old speckled hen”. I am always glad to have them do so—it helps my business. For many happy memories of childhood days attach themselves to the “speckled hen” on Grandma’s farm. This same “speckled hen” was the bird who paid for Grandma’s new bonnets and paisley shawls. She was Grandmother’s favorite.

But the modern Ancona is “speckled”—not because they are mongrels, but because they are a distinct Italian breed and have been mottled for centuries.

It is this “speckled” feature that makes the Ancona so distinctive in appearance. The occasional snow-white feather tip, showing on the background of snappy black, makes a splendid combination. The picture above will indicate to you the reason for their name—“snow-flecked beauties”.

If they were merely beautiful, I wouldn’t have them around—but just wait until we come to the matter of eggs.

A Mediterranean Bird

Anconas belong to the Mediterranean Class. There are two varieties—Rose and Single Comb. There is absolutely no difference between them except in the comb itself. As the Single Comb was the first to be imported to this country—and possibly because they are somewhat more striking in appearance—they are the more common. However, the Rose Comb Ancona is meeting with popular favor everywhere. It's simply a matter of personal preference. There isn't the slightest difference in their inherent good qualities.

The ideal Ancona shape is similar to that of the Leghorn, with the exception that the body is somewhat longer and deeper. It is built, so to speak, on a broader "wheel-base." This feature gives them added advantages and possibilities as an egg laying machine.

A STUDY IN BLACK AND WHITE

*I Never Get Tired of Studying "Famous" markings.
They are Really Beautiful*

The Ideal Ancona Type

The highest type of Ancona development is no longer marked by the perpendicular tail. That of the male is full and carried comparatively low—at an angle of 45°—or slightly less. This I consider the ideal type. The tendency in the past has been toward erect, almost upright tails. Some breeders have had difficulty, however, in obtaining the proper angle. I am glad to say that this variation from the ideal has yielded, as have all others, to skilful breeding. I am able to furnish Ancona males with large, full, but broadly-arched tails.

The male bird is very alert and proud in appearance. He seems to be constantly on parade, the imperious, regal master of his family. His neck is long and nicely arched. He has a deep, full breast, carried well forward.

The Ideal Ancona Color

The accepted Ancona color is black mottled with white. Many other breeds run to a confusing conglomeration of various hues and shades, but Anconas have but the one combination—the mottled black and white. To be sure, black and white doesn't compare in radiance with a rainbow or a sunset, but it has a beauty all its own. The black is rich and lustrous and affords a striking contrast to the clean, sharp white. A final splash of brilliant color is added in the sparkling red comb. Such a splendid combination of colors, together with the keen, alert appearance and superb carriage of Anconas, makes them the world's leaders in point of beauty and charm.

The ideal Ancona feather is black touched with a slight greenish sheen, with a pure white tip. The feather is dark color to the skin, whereas the white portion is sharp and distinct. The old standard required a white tip on each and every feather. But in addition to being difficult to obtain, this was objectionable because it had a tendency to make the birds too light in color. The accepted standard is now a white tip on every fifth feather. This enhances their beauty and has met with general approval.

The face and wattles of the American Ancona are of a bright red, with the face free from white. The beak is yellow with black or dark brown shadings. The iris of the eye is a bright orange red with a hazel pupil. Ear lobes are creamy white. The best American standards demand yellow legs or yellow mottled with black.

Anconas are very beautiful even from the fluffy yellow and black baby chick period. As they mature, Ancona chicks never encounter the sparsely-feathered, awkward appearance common to most young fowls. They are attractive and graceful every day of their lives. Naturally, good breeding has a great deal to do with this.

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

The only difference between the Rose Comb and the Single Comb is in the comb itself. Otherwise, the two types are identical.

The Ideal Ancona Weight

The average Ancona is slightly larger than the Leghorn—mature hens weighing from four to five pounds—mature males five to six pounds. Occasionally the weight of an individual will exceed these figures by a pound or so. In my early experience I relied on heavy birds. But I soon learned that extra large birds were not good layers. I endeavored now to breed as large as possible without interfering with the laying qualities of the strain.

It is an easy matter to say that the ideal Ancona should be thus and so, but it is something of a problem to keep the strain up to standard. But not so difficult after all—when one stops to think of the troubles that other breeders encounter. For the Ancona breeds very “true”, as a rule, and one can ordinarily depend on getting what one is after.

Where “Famous” Records Are Kept

It is largely a matter of knowing exactly what you want, of knowing how to get it, and of keeping accurate records of matings. All “Famous” matings are kept in my large fire-proof safe. Some years ago this safe cost me \$400, and it would probably cost twice that amount today—but I would not lose the contents for ten times its cost. The records in that safe enable me to protect and improve the Sheppard Strain.

*I'm Giving a Special Prize for
Every "Mopey" Bird You Can Find in This Picture*

I hope that you will forgive me if you find me rambling about. But I am writing this Catalog just as if I were talking to you. Just as if you had come to me and said, "Mr. Sheppard, tell me about the 'Famous' Anconas and about yourself." That's exactly what I'm trying to do.

Taking a Little Stroll

So if you don't mind, we'll take a little stroll about the place.

The picture on this page shows one of my poultry houses. The ventilators, you will notice, are placed at the highest point of the roof. A sliding door on the inside of the roof regulates the amount of air admitted. That's one of the things in poultry raising that I'm strong for—lots of good clean fresh air. And Anconas can stand it—they thrive on it! Poultry netting is tacked on the inside of the ventilators and over the windows to keep the sparrows out. I have found this to be a very practical house—with plenty of light and fresh air.

Notice how quick and alert these "Famous" Anconas are—every blooming one of them on-the-move. And notice the "lines"—just as clean-cut and snappy as any bird you ever laid eyes on.

As we roam around the place, you will be struck time and time again by the splendid, uniform appearance of "Famous" Stock. They all look more or less alike. You will note very little difference in type or coloring. All of them are busy, and they look as much alike as so many peas in a pod.

How We "Keep Tab" on the Layers

But just step inside one of the buildings with me. Here is where we keep tab on them. All along the side of the walls are little boxes—row after row of them. As "laying time" approaches, the hens come hurrying into the house. A hen flutters up to the little door, enters, and the door closes behind her. If all the traps are filled, as they frequently are, the laying ladies will wait their turn. Laying is their job—their business in life.

As soon as the egg is deposited, one of the employees of the farm comes along with a record blank. He opens the door, makes a record of the hen's number, and takes the egg. In this way, we keep a perfect account of the egg-laying history of every hen in our breeding pens. Not a single hen escapes our attention, for every one bears her number on a metal tag just above the foot.

The Way We Improve The Strain

This is the kind of information that we keep in the big safe, for I always try to give a customer just exactly what he or she wants. This is also the type of information that enables me to improve the Sheppard Strain, for with it I am able to cull out the slackers and sell them to market. To find a "happy home" on the Sheppard Farm—or to be considered as **good enough for a Sheppard customer**—a hen has got to be a **real layer**.

I hope that you will notice (in the pictures across the page) the **action** that "Famous" Anconas put into the photographs. They are on-the-job all day long, picking up a good big share of their own feed.

When some of my customers tried to get pictures of "Famous" Anconas for the Snapshot Contest, they learned how difficult it is to get an Ancona to "pose". You've got to be quick to get a good picture. As one of them said, "Anconas won't stand for it"!

This is a good point about Anconas. If you have ever had any experience with poultry, you know that it is usually the active birds that do the laying. Birds who are in the habit of leaning up against the fence-posts seldom pad the pocketbook. And if you get a picture of an Ancona loafing on the job, send it to me. I'd like to see it.

Another type of poultry house. You will see that provision has been made—plenty of it—for fresh air and sunlight.

Feeding time for one of the flocks of promising youngsters. You can bank on it that this flock is going to produce some first-class prize winners and some blue-ribbon layers.

One of My Finest Young Apple Trees

The Sheppard Trees

I take a great deal of pride in my fruit trees. There are over a thousand of them on the place, mostly apple and cherry, and they are pretty well along in growth.

These trees, as you will note in the picture, are trimmed close to the ground, thus affording plenty of shade for the birds. And notice the way this young tree is loaded down with apples! The picture, of course, was taken when the apples were still green, but it gives you some idea as to what the finished product will be. Last year, from one apple tree, I sold over \$30.00 of selected fruit.

There's another tree on the place that I'm pretty proud of—and that is the Big Oak out in front of the house. Some tree, isn't it? I want to tell you that I get a heap of satisfaction from my trees.

The soil on the Sheppard Farm is rich. I have the land cultivated quite frequently, planting it to oats for summer range as green food and with rye for fall and early winter. These crops freshen the soil and keep the ground healthful for the fowls. And I might give you this pointer right here: Keep your poultry park just as clean and fresh as you possibly can. It will pay you big returns in the way of healthier chickens and more eggs.

Anconas in Back-yards

From what I have just said, I don't want you to get the impression that "Famous" Anconas have to have a 20-acre range in order to make money for their owners. Not a bit of it! They thrive—and lay eggs—under the most confined back-yard conditions.

It is in the back-yard that the real test of egg-laying ability comes. And it is in the back-yard that Anconas shine! With the thousands of home folks who wish to have fresh eggs and tender meat for the table, who have no objection to making a little money on the side, who wish to enjoy a bit of recreation—"Famous" Anconas have won favor.

By their splendid performance—both in cities and on farms—have won for themselves a reputation as the Great Home Bird. They are particularly well fitted for such a role. For they stand confinement well, take up a minimum of space, and eat much less food than the ordinary fowl.

Photo of "The Great Oak" on the Sheppard Farm.

PRINCE RENOWN

Madison Square Winner

Prince Renown was crowned when he carried off his "First" at Madison Square Garden

Be Sure You Get These Two Points!

This speaking of "Famous" hardiness and of the ability to lay eggs under discouraging conditions reminds me of something I should probably have told you about some time ago.

And that is the two qualities I have constantly had in mind in creating the Sheppard Strain of Anconas.

**Vigorous Vitality
and the
Laying Habit**

I have depended on my male birds to impart the quality of vitality to the Strain, and they have come through nobly. Just take another look at that splendid specimen on the front cover. Isn't he a dandy? Notice that snappy, alert position; the four-square way he stands on his feet; the broad, full sweep of his tail, the "cocky", confident way he throws out his chest. He's a regular "Cock o' the Walk".

So it is the male who gives to the hen the vitality that she must possess, in order to stand up under the strain of heavy laying.

Where The Hen Comes In

But the male can't do it all. The hen must have the laying habit. She has got to feel within her the "urge" to seek the nest. And she gets this, as a rule, in but one way: Inheritance.

Which means that she comes of laying stock. Her mother and her grandmothers must have had the laying habit. Her body must be so formed that it is second nature to lay eggs—a part of her daily duty as a self-respecting hen.

You will find that "Famous" Anconas are instinctive layers. They have the two qualities necessary to consistent egg production—vitality and the habit of laying eggs. You don't need to train them to lay—or to coax them along. They will do it of their own accord—it's part of their natures.

Just give them reasonable care and comfortable quarters—and then get the egg basket ready! And see if you think you can recognize a laying type when you see one, take a look at the bird on this page. Every line of her body tells of eggs.

MISS VICTORY
First Prize Single Comb Ancona Hen,
Madison Square Garden, New York City

The Thing That Amuses Me

If there is one thing in this business that amuses me more than anything else, it is the pains that some good people go to in order to spread abroad the idea that Anconas are “wild”.

This seems to be about their best argument—and they pound it on the back for all it is worth. What do they mean, “wild”? It is true, of course, that Anconas have plenty of “pep”. If they were “mopey” and sluggish and lazy, it would take a lot of joy out of the business for me. I like an **active** bird, a bird that moves around as if it were really enjoying life; for these are the kind of birds that produce the eggs.

Which is what most good poultry men and women want—eggs.

The way some people talk about Anconas, you might think that a young cockerel or a peace-loving hen would be a good match for a cage of vicious lions or tigers. Well, one of them might. I’ve never seen it tried, so I can’t say.

But just notice the kiddies with these four “Famous” birds. They don’t look very “wild”, do they?

The Kiddies Love Em!

One of the "Wild Ones"

Where Do They Get It?

And if you haven't been skipping anything, you probably noticed the snap-shot of the young lady on page 4. It showed her shaking her fist at a young cockerel, and he was ready for a scrap, with his neck feathers all ruffled up. But when the young woman "treats him nice," he is as tame as a pet canary. And when the occasion calls for "pep", he's got it.

Which makes a pretty good combination.

And note, if you will, the picture of the young lady and the "Famous" chicken on this page. Nothing very vicious-looking about this bird, is there?

So I don't see where the people who always have some wild tale to tell about Anconas "get that stuff"! It sort of makes me laugh. I wonder if they can't think up a better argument than that. But as this seems to be one of their favorite ways of "knocking", I don't think I ought to keep still and let them have it all their own way.

So I am giving a page or two of my Catalog in order to get at the truth of this criticism of the breed.

A "Neighbor" of Ours and a Good Friend of Anconas

The "Wild-cat" Anconas

Some years ago, during a visit to a city in Western Ohio, I met a prominent attorney.

He invited me to go with him to see his chickens. After driving out of the city for a mile, we arrived at his summer home. I found a delightful spot located on the Miami River. The house was built on the river bank, facing a large apple orchard. It was a hot summer afternoon, so the shade was greatly appreciated. We dropped down on the grass under the shade of a large apple tree. Hadn't been there long before the chicks came up to get acquainted. In a few moments quite a large flock had gathered from over the orchard. Presently a beautiful Ancona cockerel was perched upon the lawyer's head, and seemed to feel right at home. After being up there a few moments, he concluded that he would be more friendly, and took up his abode on his owner's arm, and from there he walked down into his hand, where he remained until he was pushed off on the ground.

And notice the "young man" pictured on this page. Miss Ancona is singing him a song. Perhaps it's just a little bit too loud for him, because he don't seem to be enjoying that part of the ceremony. But you can easily see that the Ancona is a real pet.

These are pictures, mind you, of the "wild" Anconas!

I'm Proud Of This "Fault"

Just one more word about this "wild" business, and I am through with it:

I am proud of this so-called "fault". For it simply indicates that "Famous" Anconas possess a tremendous amount of energy and vitality. And it is this very vitality that makes them such big producers of eggs. In short, the Ancona is to the poultry industry what the Jersey cow is to the milk and cream business.

Here's what one of my customers says about it: "The 'wildness' that characterizes the Anconas is the high, alert spirit that is characteristic of any well-bred, highly-organized, sensitive animal. If one would have hens which lay many eggs, one must have active hens. Anconas are a highly-organized piece of machinery. They produce good goods, many of them, and all the time. Naturally, they are not asleep".

This ought to settle the question of "wildness" for a long time to come. As a matter of fact, if you have ever watched Anconas you will know that they are just as tame as any chickens you ever saw.

MADAM MERIT

First Prize Rose Comb Ancona Hen, Madison Square Garden, New York City

Bound for Points East

Shipping "Famous" Stock To Foreign Shores

One of the most interesting features—and there are many of them in this poultry business—is the shipping end of it. I usually spend from one to three hours a day in the shipping room, making sure that I am giving my birds a "fair show". For I want them to arrive in good condition.

The shipping coops I use will stand up under trips of thousands of miles. Not so very long ago I shipped a pen of six "Famous" birds to a customer in Brazil, South America. Some time later I received this letter:

"Referring to my order for a pen of six Anconas, I am pleased to advise that these birds arrived yesterday. They were all in good shape after the long journey of a month. I am very well satisfied with your selection and hope to be able to send you additional orders in the future."

In the course of the average year, I make many foreign shipments. "Famous" Stock from the Sheppard Farm has been sent to Chile, Argentina, and other South American countries; to Alaska, the Hawaiian Islands, Australia, Germany, New Zealand, Japan, and South Africa. On these trips as much as 10,000 miles—the birds came through with flying colors.

All Aboard For The Far East

In the picture across the page, you will see a shipment that has been prepared for two far-away countries. The box on the left contained a Trio for New Zealand, the one on the right a Trio for Japan. Both of these shipments left Berea the same day, and both of them arrived in fine shape. On the corner of the box for Japan, you will note the address written in the curious Japanese characters.

I don't know myself just what these funny little "chicken tracks" mean, but I guess that they told the story, for the birds arrived at the proper destination in apple-pie order.

I take a lot of pride in these foreign shipments, because it shows to me that "Famous" Anconas are known the wide world over. But don't get the idea that you have to live in Timbuctoo or Turkestan or some other outlandish place in order for me to appreciate your interest in the Sheppard Strain of Anconas. It makes no difference to me where you hang your hat. You'll get just the same expert care and selection—when you order—as any man or woman who hails from the ends of the earth!

Better Every Year!

And I am also proud to say that the quality of the shipments that go out from Ancona Headquarters is improving every year. I am today selling, as common utility stock, birds that commanded the fanciest kind of prices ten or twelve years ago. "Famous" Anconas have been line-bred to a point where they breed remarkably true—in type, in plumage, and in egg production. The percentage of birds who are not up to standard is being constantly reduced.

These are the things that make me say, "Sheppard, stick to it! You're going good. The Strain is getting better with every passing year!"

And my customers seem to appreciate the way I keep improving the Strain, for they come to me year after year with new orders.

東京市
神田區
福田八十桶行

Can You Figure These Out?

—And All Without “Knocking”

I am glad to say that I have built up this “Famous” Ancona business without stooping to “knock” other breeds. Most of them have their good points, and all of them have their friends, so I stick to my guns and talk “Anconas”.

But I will say this:

I am of the firm opinion that the foremost business of the hen is to produce eggs. This is their first and greatest virtue—their excuse for existence. The hen’s job in life is to lay eggs. The Strain that will lay the most eggs, with the greatest regularity at an early age, at the lowest cost for feed, is the Economy Bird. That bird is the Ancona.

I have sold many Anconas to replace the heavier breeds. There are numerous advantages. Regard the chicken as an “egg-machine.” A heavy bird carries about a great deal of unnecessary surplus equipment in excess flesh. The cost of “upkeep” is excessive. A large proportion of food consumed must go into the maintenance of the body. What is left over—if there is any—goes into the production of eggs. It is an expensive, wasteful system and would not be tolerated in any ordinary business.

Built To Lay Eggs

Anconas are built for the manufacture of eggs. A large proportion of what they eat goes into the production of eggs. In addition, they consume less feed. On a conservative estimate, five of them will not eat as much as three of the heavy varieties. They occupy less space per bird. Unlike heavy birds they are non-setters and seldom show any tendency to broodiness. When heavy fowls are setting—on a “strike” as far as egg profits are concerned—Anconas continue to produce.

Miss Dot—First Prize Pullet, Madison Square Garden

Photo of large, white, full-bodied Ancona eggs

And it is on the basis of eggs that most of the profits in poultry raising are made.

More Eggs on Less Feed

Wherever the year-around production of eggs is desired, Anconas have come to the front. For above everything else, they are layers—and Winter layers. And they lay more eggs on less feed!

In connection with this statement, I am going to print a bit of interesting evidence. This report is from the records of the Missouri Egg Laying Contest, certified to by Mr. C. T. Patterson, who was in charge of the experimental work:

“One hundred pounds of feed produced 300 eggs when fed to Anconas; 268 eggs when fed to Leghorns; 251 eggs from Wyandottes; 230 eggs from Orpingtons; 225 eggs from Campines; 203 eggs from Minorcas; 201 eggs from Rhode Island Reds; 188 eggs from Plymouth Rocks; 179 eggs from Langshans.

“Furthermore, when all the eggs were weighed it showed that the Anconas laid the largest eggs of all the breeds tested.

“And the Anconas laid the largest per cent of eggs during December, January, February, March, April and May, when prices are the highest both for market and hatching.”

Do you see what they have done? More eggs on less feed! The largest eggs! And a big percentage of eggs when prices are high!

The Bird For The Farmer

In my travels about the country, I have frequently visited the County Fairs and Poultry Shows, and I have often admired exhibits of Anconas—to find, in many cases, that the exhibitors were farmers. And the farmer, people imagine, cares only for the heavy breeds!

If they ever felt that way about it, they are certainly changing their minds. More and more the “Famous” Ancona is winning the farmer. In some sections of the country, the Ancona is the only bird they will consider.

For the bird-that-fills-the-egg-basket appeals to the farmer. And why not? For it is in eggs that poultry money is made!

And For Everyone Else

But not only to the farmer—and the farmer’s wife—does this egg-laying breed of chickens make a big appeal. You will find them in villages, in small towns, and in the large cities. Everyone likes Anconas—men, women and children. Doctors, lawyers, ministers, business men—all of them enjoy working with these “speckled” beauties. Men who work in factories and mills find in Anconas a fine source of recreation. Women like to have something **alive and active** about them—they turn to Anconas. Children enjoy them as pets.

And no one—at least no one I ever heard of—objects to the money that can be made from them. They have paid many a debt. They have bought many a new dress or suit. They have made possible many a luxury of one sort or another. They have made necessary many a trip to the bank.

The Best Winter Layers in America

It is performances like this that has made “Famous” Anconas so **famous**. This habit of laying eggs the year around, regardless of cold weather, has made the Anconas what they are today—America’s Best Layer. And such eggs! Big, white, full-bodied eggs! On the average, a dozen Ancona eggs will weigh about 30 ounces, which is well over 2 ounces per egg. I want to tell you that it’s a downright joy to gather such eggs as these.

And especially when you can gather them day after day! Let the cold winds blow. Let the old thermometer hit the zero mark and go way below. It doesn’t seem to make a blooming bit of difference to these “Famous” layers. They stick to the job, just as if the sun was shining. They got used to cold weather when they were laying eggs up in the mountains of Italy in the winter time.

Laying eggs the year around is second nature to “Famous” Anconas!

In The Good Old Days

Back in the "good old days" when eggs were 10 cents per dozen, and when old-fashioned recipes called calmly for ten or fifteen eggs at one swoop, an egg was just an egg. Worth less than a penny apiece Grandma could afford to be prodigal in their use. If an egg happened to be a trifle under-size, she used two to make up for it.

But with one egg costing as much as a dozen did formerly the modern cook uses them with considerable discretion. Reckless recipes have been hidden on the top shelf of the pantry. The economical housewife realizes that an egg is an egg—and she is learning to demand **good** eggs.

That is why the grocery-man will pay more money for Ancona eggs. He knows that the modern housewife wants **better** eggs and is willing to pay **better** prices. Eggs of inferior size and indifferent quality fail to measure up to modern recipe requirements, and are never satisfactory.

Just take a look at those big, white, full-bodied Ancona eggs on the table. Any woman would be delighted to use eggs of such superior size, weight and quality. Ancona eggs, like Ancona fowls, are foremost from the standpoint of economy.

The "Famous" Breeds "Beats All"

I would like to always have you keep in mind the fact that I take a great deal of pride in the results my customers get from Anconas. By way of example: one of my customers has had such flattering results with stock purchased from our farm that they have very fittingly called their Anconas, "Beats All". They have had records of 320, 327, 331, 333 and 336 eggs per year. This is strong evidence that the "Famous" Strain certainly "Beats All". These customers have written me that their stock was bred from Sheppard's Famous Ancona stock purchased from me and have supported this statement with an affidavit. Both the letters and the affidavit are in my possession.

Rolling 'Em In!

How We Gather The Harvest

I want to show you the way we gather the harvest here at Ancona Headquarters. The picture does the business.

Basket after basket of them—big, white, fresh eggs. This is where a lot of the fun comes in. Of course, it's hard work—handling so many eggs day after day—but it's the kind of hard work we all enjoy. And I never get tired of seeing the eggs roll in—nor do the Anconas ever seem to tire of “shelling 'em out”.

Anconas Are Hardy

Here is another thing I would like to bring to your attention before I forget it:

Anconas do not make extravagant demands on their owners, but will produce eggs liberally without unusual methods. Of course they do not thrive on utter neglect, but neither do they require excessive pampering. They are primarily a hardy, virile breed.

You'll never have to “sit up all night” with “Famous” Anconas. They are used to taking care of themselves, and they make a pretty good job of it. Just give them a fair chance—that's all they need!

It is probably a definite fact—although I can give you no figures to support my statement—that Anconas are less subject to ordinary poultry diseases than any other breed. Customers who have tried many different breeds have told me this time and time again. For if Anconas are anything, they are **hardy**.

Be Reasonable!

Just give them reasonable treatment. Don't be like the old man who stopped feeding his hens in the fall because he "knew" that they wouldn't lay any winter eggs anyway! Just be reasonable—and the Anconas will do the rest.

Keeping the hen-house clean, well-ventilated, and disinfected is **reasonable**. Feeding warm mash in the dead of winter is **reasonable**—if you don't overdo it. Keeping the dropping boards clean is **reasonable**. If the weather is bad and rainy and disagreeable, putting a little cold or roup preventive of one kind or another in the drinking water is **reasonable**. Keeping the birds free from lice is **reasonable**.

If it's **reasonable**, do it!

*Notice the long-gear'd, egg-laying body of this "Famous" Ancona
It's the type that hangs up the good records*

BEFORE

A Visit to An Ancona Egg Factory

Egg gathering time!

Do you remember when as a child you used to help Grandma gather the eggs? Remember how hard a time you had waiting until she gave you the basket and told you to go to it? How you searched out all the hidden places—in the hay loft, under the straw stack, behind the granary and a dozen other nooks and corners? Recall that shout of pure joy that went coursing through your veins whenever you discovered a new nest? Those were the days of “real sport!”

Grandma always took particular pains to tell you where the speckled hen had hidden her nest. She knew that this old favorite of hers could usually be depended upon to help fill the basket.

The neighbor kiddies near my farm still enjoy this old-fashioned sport. Occasionally they come over to help collect the eggs. But it's a real task nowadays—handling hundreds and hundreds of eggs daily. It's a man's job and all the kiddies can do is to lend a helping hand. They delight in the opportunity.

I never tire of seeing the white harvest of eggs come in. Sometimes I give my men a “lift” and bring in a few baskets myself. Though I've handled thousands and thousands of eggs in my years of experience, much of the old thrill of boyhood days still survives.

The above pictures tell their own story. Four empty baskets on their way to the egg factory—time out for collection—and four heaping baskets returned to the house. Would you like it? Of course the average American family doesn't need that many eggs daily nor does

AFTER

it have tremendously large flocks. But it is wise to remember that a small flock will, in proportion, produce more eggs than an exceptionally large flock.

And the kiddies—they enjoy it! Nothing they like better than “going over to Mr. Sheppard’s and gathering eggs.” It’s great sport!

Your children will be just as tickled and delighted. Start with a small Ancona flock and try it. Gathering eggs is nice clean, wholesome fun and it keeps them out of mischief. They will be proud of their feathered beauties and of their record as consistent layers.

Anconas are easily tamed and quickly become pets of the family. The kiddies will love them. Ask them about it!

It’s a great game—the chicken business. And the best of it is that one need not possess a wealth of information and chicken-knowledge to extract a great deal of pleasure and profit. There are so many sources of practical advice and valuable information.

“Famous” Anconas are a particularly good bird with which to start. They are especially hardy and will survive the period of amateurish experiments. They seem to have the ability to do well even under adverse circumstances. For the beginner in poultry the Ancona is the ideal bird.

Keep your kiddies busy and happy by putting an Ancona family to work for you. There are unlimited pleasure possibilities in “Famous” Anconas, not only for them, but for you. And with the pleasure, a bit of care in the selection of stock will bring you a great deal of profit. We are always ready to furnish the carefulness necessary to provide you with superior stock.

It’s an ancient game—egg gathering—but it’s heaps of fun.

I think I might as well stop right here and sum up all that I have already said, and get in all the things I have forgotten to say.

So I am submitting 12 points that demonstrate the superiority of "Famous" Anconas. Read them over carefully, for they are facts. And bear in mind, while you are reading them, that every single one of these points is a good reason for selecting "Famous" Anconas.

If you have any doubt about it, ask the man or woman who owns Anconas. They all tell the same story—a story of more enjoyment, less trouble, bigger egg production, and greater profits. Some of them are interested in "Famous" birds for one reason only—egg production the year-around. Others have chosen the Ancona because it is such a beautiful bird—with its snappy black and white feathers and its keen, alert carriage. And still others are interested in "Famous" Anconas because of the prizes they are able to win. Most of them are interested for all three reasons—eggs, prizes, and beauty—and all of them are "Famous" boosters.

Here are the 12 points:

Point 1—Heavy Layers

Anconas lay large, white eggs, producing them at the least possible cost per dozen. The cost per dozen will run as low as ten to fifteen cents. There are no better egg producers anywhere, and the eggs are of such a size, color and uniformity, as to command the very best market prices. "Famous" Anconas have the remarkable individual record of 335 per year, and the wonderful flock record of 268 per year.

Point 2—Early Layers

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

Point 3—Winter Layers

Anconas are A-No. 1 winter layers—just at the time when eggs are commanding highest prices. They require no concentrated or expensive foods.

Point 4—Small Eaters

Anconas eat less than any other breed. This is a big point to consider. It makes them the prize Economy Bird.

Point 5—Beauty

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

Point 6—Fine, Flavorsome Table Fowls

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

Point 7—Vigorous Baby Chicks

Baby chicks are hardy and vigorous. The death rate is low. They are independent little rascals, quick to develop to broiler stage.

Point 8—One Standard Color Scheme

There is but one color—the mottled black and white. If a person wants Anconas, he can get down to business with them without discussing such colors as brown, buff, red, white, black, silver, barred, penciled, Columbian, partridge, and so on. Considerable confusion and opportunity for dissatisfaction is avoided.

Point 9—Quiet Birds

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

Point 10—Anconas are Non-sitters

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

Point 11—Great Demand

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

Point 12—Unusual Prize Opportunities

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

I might talk 'til I was blue in the face, but these twelve points seem to sum up the "Famous" Story pretty conclusively. And boiled down into even smaller space, and confining myself to three words (even if a couple of them are double jointed) I should say:

"Egg-laying, prize-winning beauties"!

And now to the Baby Chicks, for they deserve a department all their own!

Baby Chick Department

Few things in the poultry business come in for more genuine interest and attention than Baby Chicks.

For there is something immensely fascinating about these tiny, fluffy, "Famous" specimens. You can never tell, just by looking at one of them, how far it is going to "travel" in life. That's what makes it so interesting!

This matter of success with Baby Chicks is largely a matter of **vitality**. If the chicks you buy have that quality, you don't need to worry. Not if you're **reasonable**—and follow directions. And this **vitality** is one of the things I breed for, and one of the things I watch in shipping. That is why I am so particular to see that every chick that goes into a box is strong and vigorous. I can't afford to send weaklings to my customers.

After the chicks arrive, all of them bright and lively, I presume that my responsibility ought to end. Perhaps it does, but I don't figure it that way.

The 72-Hour Lunch Basket

So I am going to take time out right now to give you a few pointers on the care of Baby Chicks:

When the Chicks are born, they carry their own "lunch-baskets" around with them, in the form of the egg yolk. This takes care of their need for solid food for about 72 hours, so there is no good excuse for feeding them until that time has passed.

On the third day of their young lives, feed them chick-sized grit, 10%; charcoal, 10%; scratch feed, 80%—well mixed together. Place water before them on the second day.

For ten days feed a small quantity of this mixture three times a day, on pans just what they will eat in fifteen minutes. From the fourteenth day until they are twelve weeks old feed scratch feed only in a litter four times a day, and keep the grit and charcoal in hoppers easily accessible to the birds. It is necessary to early encourage industrious habits, hence by feeding the scratch feed in a litter (each litter should be two inches deep) the youngsters learn to scratch for the feed at an early date which gives them a lot of exercise and important training.

Feed the scratch grain suggested above, you may feed a dry mash to the chicks twice a day on pans what they will consume in about fifteen minutes. This "goes" for the very first meal to the beginning of their fourth week.

Skimmed milk or whole milk are desirable but not essential, as water is satisfactory. Do not use sweet milk one day and sour milk the next. Always feed either one or the other.

Convenient feed pans about 4x10—1½ inches deep can be secured at any tin shop for about 12 cents each.

Be sure you give your chicks plenty of fresh water in clean drinking vessels. Remove the water vessels in the evening and wash them before returning in the morning.

Plenty of Green Food

Do not fail to furnish chicks with green food after they are four days old. Oat sprouts about four inches long, cut up fine with shears, makes a splendid feed for chicks when lawn clippings cannot be procured.

The scratch feed should consist of one-third cracked wheat, one-third fine cracked corn and one-third pinhead oatmeal. In case you cannot secure the fine cracked corn, wheat and pinhead oatmeal, feed the best grade of commercial chick feed that you can secure from your dealer. Be careful not to feed any musty grain and do not feed at any time more than they will eat up clean. Brush the litter to one side and see that they are not leaving some grain under the litter on the floor.

If you wish to especially force your chicks, after they are eight weeks old, give 50% milk mash, 10% beef scrap, 20% bran and 20% fine corn meal, well mixed together. After the chicks are two months old, increase the size of the grain in the scratch feed. Some whole wheat may be added and medium size cracked corn.

If you can't get a good Milk Mash to start the chicks on, you won't be far wrong if you start them on hard boiled eggs and bread crumbs, chopped very fine and well mixed together. If you follow this method, use the regular chick grains, or better still, use pinhead oatmeal.

But follow, of course, the general principles of feeding as outlined above.

On Incubators

Speaking of the brooder reminds me that a few pointers about incubators and brooders might not be amiss.

We have large incubator cellars on the Sheppard Farm, and all our machines are heated by gas from a natural gas well on the place. This gas well is a gold mine. It cost me about \$600 to put it down, but it is worth more today than I paid for the whole farm in the first place. Ideal conditions prevail for hatching chicks in our cellars, and our incubators, during the season, are kept going all the time. A constant stream of baby chicks keeps coming from our incubators and they are sold almost as fast as they arrive. A few of them we put aside in the brooding house for breeding purposes.

I hesitate to say anything very definite about how you should handle your incubator, if you use one. The different styles and makes require just a little different treatment, and what I might say about one kind might not "go" for another.

You can see, from the photograph below, that we are able to turn out a good many chicks every day. The picture shows only one corner in our cellars. Some days during the height of the season, we ship out as many as 4,000 baby chicks.

A corner in one of the incubator cellars

Interior of a section of one of the brooder houses. Also heated by gas.

On Brooders

After the chicks are forty-eight to sixty hours old, they should be removed from incubator to brooder. You want to be sure that the brooder is thoroughly clean, with a litter on the floor. Fine cut straw or chaff makes an excellent litter.

Before removing the chicks from the incubator, see to it that the brooder is heated to 95 degrees and keep this temperature up during the cold weather, until the chicks are three weeks old. Then gradually run the temperature down so that it will register 90 degrees when your feathered babies are six weeks old. Don't let the temperature fall below 80 degrees until the chicks are ready to leave the brooder.

Change your litter often enough to keep it clean and sweet. Spray your brooder occasionally. Don't overheat chicks. More chicks are lost from too much heat than not enough. Watch them! If they are crowding increase the heat a little. Also beware of drafts and air your brooder every day when practical.

The picture above shows the kind of brooders we use here at Ancona Headquarters. This one building alone has a capacity of 10,000 chicks a season. We do things on a big scale, and we can't give as much attention to individual chicks as you might give them, but our loss is remarkably low.

A Corner in The Sheppard Shipping Room—where "Famous" Chicks begin their journey

Only the Strongest Chickens are Shipped

We make sure, when we send you baby chicks, that they are given a fair chance. So we eliminate every chick that seems to be a bit wobbly on its "pins", and send only those that act as if they were strong enough to stand the longest kind of a journey. We ship them in a box that is specially constructed, both light and strong, and made of a material that prevents wide variations in temperature. We have tried several types of boxes, and found the one we are now using to be the very best.

All of these precautions are taken in order that the chicks will be in first class shape when they arrive at your home. Then, if you wish to kill them, it's up to you. Here are some pretty good ways to get rid of them:

Keep them too hot, or too cold.

Keep too many of them together.

Letting them breathe foul air.

Overfeed them.

Keep their coops in a wet place.

Giving them dirty, impure water.

My "Safe Arrival" Guarantee

Many people do not understand how it is possible to send baby chicks on a journey of three or four days without inconvenience or danger to the chicks. The explanation has already been suggested—the "lunch-basket" that the chicks are born with. This egg-yolk is absorbed into the little system, and it is sufficient to keep the chick in health and comfort for several days after birth.

With this information it is easy to understand how the little baby chicks can successfully withstand a long, tiresome journey. Within their delicate, fluffy bodies is the necessary nourishment. That is why I am able to make this guarantee.

I prepay the postal charges on all original orders for baby chicks of one dozen or more. I guarantee chicks to reach you at least 95% alive. I do not ship anything but good, strong, vigorous chicks, and they usually arrive all alive and ready to spring out of the box. This guarantee does not cover chick orders for less than one dozen. When less than one dozen chicks are shipped, they are apt to become chilled on the way, and are shipped at the owner's risk.

Under these conditions, if you do not receive 95% alive, we will replace the difference without charge in the next shipment, or will ship them at once if preferred. All claims should be mailed to me within 24 hours after the arrival of the chicks, and must be accompanied by a voucher from your postman or express agent.

On pages 86 and 87, you will find a number of testimonials from Sheppard customers in regard to the manner in which they receive the "Famous" chicks and the "life" and "pep" they possess even during the first few days.

Prices on Sheppard's Famous Ancona Baby Chicks

Single Comb

Pens 40 to 60—\$9.00 per 12; \$18.00 per 25; \$35.00 per 50; \$65.00 per 100.

Pens 8 and 9—\$1.50 each.

Pens 2, 3, 4 and 5—\$2.00 each.

Rose Comb

Pens M to T—\$15.00 per 12; \$30.00 per 25; \$55.00 per 50; \$98.00 per 100.

Pens B and C—\$2.00 each.

See pages 93 to 96 for prices on hatching eggs and stock.

ANCONA

You can get a pretty good idea of the lay of the Sheppard land from the photographs above.

Over to the left is the big “barn”. This has often been referred to as the “center of the Ancona World”. It is in this big barn-like building that we “carry on”. It is here that your letters come; it is here that they are answered. Every day the postman brings great sacks of mail down the road to this “barn”; every day he takes big sacks of it away.

There are thirteen and one-half acres of land on this—my main plant. I lease six acres from my neighbors. In addition, I operate two branch farms, in order to take better care of my many customers. All of the business of these several branches is directed from the Big Barn. If I liked, I imagine that I could afford a fine big suite of office rooms in some large building over in Cleveland (which is only a few miles away) but I prefer to remain here on the firing line. I enjoy being right in the midst of things where I can listen to the cackling and the crowing while I am answering your letters. I like the noise of **battle** and of **victory**—though it sometimes seems as if we would have to suspend operations in the office along about laying time.

And I like to be right on the ground for another reason: in order that I can continue to give my personal attention to your orders.

HEADQUARTERS

Notice the long stretch of laying houses. Not all of them, of course, are shown—for we have many individual houses on the place.

And notice the fine young trees—not only on this side of the houses but beyond them also. You can see for yourself that we have plenty of shade here at Headquarters.

Headquarters! That's exactly what this is: Ancona Headquarters. If you doubt it, just look in any Poultry Journal—under the division, "Anconas", in the Classified Columns. Wherever the Strain is mentioned, see if the large majority of breeders are not offering the "Sheppard Strain". Most of them are—with my permission, of course. Where other "strains" are mentioned once or twice, you will find the "Famous" Strain twenty, twenty-five, or thirty times!

And perhaps you read the story which was published in "The Saturday Evening Post" last winter, entitled "The Yancona Yillies," by H. S. Hall. "Yillies" was the name given to the early-laying "Yancona" pullets. The main character in the story was "The Yancona King," who if I may say it myself, was H. Cecil Sheppard. So you can see that the Sheppard Farm is everywhere regarded as "Ancona Headquarters"!

“FAMOUS” ANCONAS AS PRIZE WINNERS

Sheppard's “Famous” Anconas

Have the champion show record by winning three times as many first prizes as all my competitors together at the world's greatest shows, including London, England, and Madison Square Garden, for the past fourteen years. They have the greatest egg record—265 average for a flock, and world's individual record of 335.

This matter of being able to win the best prizes in the face of stiff competition at the Poultry Shows is so interesting and so important that I believe it deserves a “department” all its own.

How well I remember the first prizes I took! That was 'way back in 1907, and that very first year I made a clean sweep of all the best prizes offered. And I've been “cleaning house” on competition ever since. About the only times I am ever beaten is when my own customers do it!

You'll Get the “Fever”!

Perhaps you are not very enthusiastic about winning prizes at the Shows. But once you own a flock of “Famous” birds you will probably never be content until you tested out their good points before a competent judge, and in the face of keen competition. This is usually the way it works out. Indifference gives way to enthusiasm.

And no wonder! The birds demand it! Wherever they are shown, “Famous” Anconas are the center of attraction. Right from the very first I saw the possibilities of the Ancona as a Show Bird, and so I have specialized to quite an extent on fine quality exhibition stock. The service I render in this connection can be summed up in the phrase,

Thoroughbred Prize Winners at Reasonable Prices

At the present time I have the grandest show birds ever seen on this farm—with a prospect of even more. If you need fresh blood introduced into your flock, try one of Sheppard's Famous Ancona cockerels bred from one of my famous sires. Watch the results!

Wonderful breeding hens and pullets are for sale in any quantity and we will make them produce winners if you desire. In taking up with us the matter of show birds, we would appreciate knowing just how strong your competition will be in order that I can tell you without delay the cost of exhibition birds that will win **against your competition**. I am just as anxious to have you win as you are to win, but you can appreciate that there is a great difference in quality wanted and in prices different parties wish to pay for their exhibition birds; so when you tell me what kind of competition you will contend with, it permits me to advise you promptly just what I can do for you. You don't need to buy a \$100.00 bird when a \$50.00 one will win for you, and it's always a good plan to start fairly modestly and “work up” on the proposition.

First Prize Pen Madison Square Garden and Forest City Exhibition

MADISON SQUARE GARDEN

(The building with the tall spire—just across the park)

The annual Madison Square Garden event is everywhere recognized as America's First and Grandest Poultry Show. It is here that the best birds of the country come into competition, and it is here that I have won more than **three times** as many first prizes as **all** my competitors put together. This is the record of the past fourteen years, and I have won consistently—year after year. This shows what "Famous" Stock can do in the Show-Room!

To give you an idea as to how sweeping the "Famous" victory has been, I am going to list my Madison Square Garden winnings:

New York City, 1908—Sheppard's "Famous" Anconas sweep the great Madison Square Garden show. The most phenomenal winning of all times was awarded to my great strain in a most decisive manner, winning all the first and second prizes in the largest Ancona class up to this date. Was awarded diploma for best cockerel by the American Poultry Association. Have been awarded this distinction every year since—14 consecutive years.

New York City, 1909—With six entries I won first and second cockerel, second and third hen, first and third pullet, in a good strong class at the Madison Square Garden show. An excellent win in such competition.

New York City, 1910—In a large and strong class at the great Madison Square Garden show I made a great win by taking first, second and fourth cock, first, third and fourth cockerel, first and second hen, second, third and fourth pullet, and first pen. Was awarded Grand Silver Cup for best display. Club special for the best cock, cockerel, hen, pullet and pen. Substantial evidence of the real merits of the blue ribbon strain—Sheppard's Famous Anconas.

New York City, 1911—At Great Madison Square Garden show, 1911-1912, Sheppard's Famous Anconas again made nearly a clean sweep, making one of the grandest victories of any breeder at the nation's greatest show. In a very large and strong class we won eight first prizes out of a possible ten, and eight seconds out of ten. Entered three cocks and won first, second and third on them. Won first, second, third and fourth on cockerel on four entries. We won first on both Rose and Single Comb pens. Also first and second Rose Comb cock, cockerel, hen and pullet. Was awarded Cash Special and Grand Silver Cup for best display on both Single and Rose Comb Anconas. Every bird I entered received a prize. The American Poultry Association again awarded me diploma for best cockerel.

Interior of Madison Square Garden where many a "Famous" Victory has been won

New York City 1912—Sheppard's Famous Anconas made a remarkable win in the most classic shows of all America, at Madison Square Garden, by winning first, second and third cock, first and second pullet, first and second pen. Gold special for best display. This year a united effort was made by several Ancona breeders to wrestle, if possible, the title of "The World's Best" from Sheppard's Famous Anconas. One breeder told me that a man came to him and said "Anything to beat Sheppard's Famous Anconas at Madison Square," and wanted to buy anything he had. No stone was left unturned, or any good Ancona left at home that could be bought by these parties. Yet my birds continued to set a pace for their competitors.

North Randall Exposition, 1913—In the largest show ever held in the state, and one of the largest in the country, Sheppard's Famous Anconas continue their victorious march by winning eight first prizes and eight seconds. In the Rose Comb class we won first and second cock, first and second hen, first and third cockerel, first and second pullet, first and second pen. In the Single Comb class we won first and second pen, first and second hen, first cockerel, second cock, second and third pullet.

One of my finest Rose Comb Winners

MISS JOSEPHINE

A good many of my Prizes have come from this bird

New York City, 1914—At the greatest show ever held in the history of Madison Square Garden, which is considered to be the leading show of the world, Sheppard's Famous Anconas won eight times as many first prizes as their nearest competitor, and also gold special for best display. They made nearly a clean sweep by winning eight first and eight second prizes in one of the largest and strongest Ancona classes in the history of the big show. In the Rose Comb class we won first, second and third cock, first, second and third hen, first second and third cockerel, first second and third pullet, first and third pen. In a very strong class of Single Comb hens we won first, second and fourth. In a class of twenty high grade cockerels we won first, second and third, also second cock and first pullet.

Madison Square Garden, 1915—At the great Madison Square Garden Show, February, 1915, Sheppard's Famous Anconas continued to stamp their superiority over their rivals by making another big sweep. They won seven times as many first prizes as their nearest competitor, in both Single and Rose Comb classes, in the largest and strongest class of Anconas to date. Also all first prizes in the male and pen classes, and gold special for best display. Out of a possible ten they won seven first prizes, also three seconds, six thirds, three fourths and six fifths, and diploma for best cockerel.

GRAND SILVER CUP

Won at Madison Square Garden for best display of Anconas, both single and Rose Combs competing. My birds were awarded Club Specials for best Pen, Cock, Cockerel, Hen and Pullet.

this matchless show. Rose Comb, first, second, third and fourth cockerel, first, second, third and fourth pullet, first, second, third, fourth and fifth cock, first, second, third and fourth hen, first and second pen single comb, first, second and third cockerel, first, fourth and fifth pullet, first, third and fifth cock, fourth and fifth hen, first and fifth pen. Also two special prizes for best display in Single and Rose Comb classes.

Madison Square Garden, 1918—For the eleventh consecutive year, Sheppard's Famous Anconas made a marvelously great winning at Madison Square Garden—this being practically a clean sweep! At the 1918 show they won nine firsts, eight seconds, five thirds, five fourths and three fifths, also both gold specials for best displays in the Rose and Single Comb classes, and competition, as one of them put it, was "something fierce."

Madison Square Garden, 1916

—Sheppard's Famous Anconas made almost another clean sweep at the imperial show of the nation—Madison Square Garden, New York City, 1916, by winning in very strong competition, open to the world. In Rose Comb classes, first, second, fourth and fifth cockerel, first, second, fourth and fifth pullet, first, second, third, fourth and fifth cocks, first, second, fourth and fifth hens and first and second pen. In Single Comb classes, first and third cockerel, first, third, fourth and fifth pullets, second and third cocks, second, third and fourth hens, first pen. Also both gold specials for best display.

Madison Square Garden, 1917

—At the great 1917 Madison Square Garden show, Sheppard's Famous Anconas again made Ancona history by winning nine first prizes and two gold specials for best display, in both Rose Comb and Single Comb classes. Here are the figures. This was the tenth consecutive victory at

VICTOR

First Cockerel, Madison Square Garden. He returned next year and won first cock

MADISON SQUARE GARDEN 1919

ROSE COMB

Cock	1	2	3	4
Hen	1	2	3	4
Cockerel	1	2	3	4
Pullet	1	2	3	4
Pen	1	2	(2 entries)	

Special for Best Rose Comb
Display.

SINGLE COMB

Cock	1	2	3		
Hen	1	2		4	
Cockerel	1	2	3	4	5
Pullet	1	2	3		5
Pen	1	2	(2 entries)		

Special for Best Single Comb
Display.

For the 12th consecutive year Sheppard's Famous Anconas made a wonderful sweep at The Great Madison Square Garden Poultry Show. At this 1919 show they won all the first and second prizes.

These Ribbons are the most coveted of all Madison Square Garden awards. More than any other single feature, these Best Display Ribbons indicate LEADERSHIP

MADISON SQUARE GARDEN 1920

Ten Firsts and Seven Seconds

ROSE COMB

Cock	1	2	5	
Hen	1	3	4	
Cockerel	1	3	4	5
Pullet	1	3	4	5
Pen Old	1	2	(2 entries)	
Pen Young	1	2	(2 entries)	

Special for Best Rose Comb
Display.

SINGLE COMB

Cock	1	2	5	
Hen	1	2	5	
Cockerel	1	2	3	4
Pullet	3	4	5	
Pen Old	1	3	(2 entries)	
Pen Young	1	3	(2 entries)	

Special for Best Single Comb
Display.

MADISON SQUARE GARDEN 1921

ROSE COMB

Cock	1	3	4	5
Hen	1	2	4	
Cockerel	1	2	3	5
Pullet	2	3	5	
Pen Old	1	3		
Pen Young	1	3		

Special for Best Rose Comb
Display.

SINGLE COMB

Cock	1	2	4	5
Hen	2	5		
Cockerel	5			
Pullet	1	4		
Pen Old	1	2		
Pen Young	2	3		

Special for Best Single Comb
Display.

A Long and Brilliant Record

No doubt you will agree with me that "Famous" winings have been steadily consistent. For 14 years, without a single break, they have been leading the field by a nice wide, comfortable margin. This is the kind of performance that includes breeders all over the country to come to Ancona Headquarters when they want birds that will win the Big Prizes.

I have concentrated on Madison Square Garden because it is the Nation's Grandest Show, and because it is there that the competition is hottest. In former years, however, I have put my birds on exhibition at other first-class Shows. I "showed" at Cleveland for eight consecutive years—from 1907 to 1914—and during this period we won ten times as many first and second prizes as our nearest competitor. Wherever "Famous" Anconas have been shown, they have swept the field. One year I took First Prize at the Great Dairy Show in London, England!

So you can see that "Famous" victories have been both consistent and brilliant.

MARY

She has splendid records—both at the shows and on the nest

I am going to take the liberty, at this time, of injecting a few comments, made by poultry experts, into our friendly little chat together:

American Poultry Journal

Comments by L. A. Stahmer

Anconas when they are bred right and have the type which the Standard calls for, are a very beautiful variety of fowl. The illustration of the first prize Single Comb Ancona cockerel at Madison Square Garden show shows the fine type and markings of this bird. Note the long back and fine typical carriage. Mr. Sheppard has been winning at Madison Square Garden for years, and repeated his former successes as usual at this show. He possesses the quality to make almost an ideal bird when matured.

Reliable Poultry Journal

By Judge Platt

Mr. Sheppard's first pullet was the star of the whole class. Her hackle was nicely tipped with white, and down over the back the tipping was evenly divided. While still young, this pullet was, in our opinion, the best Ancona female ever shown in the Garden. His Rose Comb cockerel had the best poise and most class of any Rose Comb **ever seen** in a coop. He had a neat head and was a beautiful bird, and you could never see him out of shape.

American Poultry Advocate

By M. K. Boyer

The Ancona is a business fowl in every sense of the word. It not only proves itself to be a prolific layer of generous sized eggs, but it is par excellence as a producer of squab-broilers. Like all heavy layers of the Mediterranean class, it does not produce a large sized carcass for roasting purposes, but what it does give is found to be meaty, juicy and of good flavor.

The Pittsburgh Dispatch

By J. Leonard Pfeuffer, Poultry Editor

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

American Poultry Journal

By Prince T. Woods, M. D.

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

QUEEN — Notice the markings on this fine Prize Winner

MARSHALL MATCHLESS—First cockerel, Madison Square Garden, New York City

DOROTHY W

A Rose Comb Winner at Madison Square Garden

Beaten!—By My Own Customers

You can imagine the pride I take in comments like these—from men who are experts. You can imagine too, the pride I take in walking away with the most desirable prizes at Madison Square Garden year after year.

But I want to tell you right here that it gives me a thousand times more pleasure to have a customer win than to win myself. It's not what "Famous" Anconas do for me—it's what they do for my customers! That is why I don't mind saying that I have been beaten a number of times by my own customers. And not only beaten by the Stock I sold, but also by Stock raised from "Famous" Hatching Eggs!

If you are thinking of ordering Show Birds, be sure to tell me just about what you want. Tell me at what Show you hope to win, what kind of competition you think you'll be up against, and so on. This information will help me in picking out a winner for you.

In winding up this Prize-Winning Department let me say this: You'll never know what a heap of fun there is in Poultry Shows until you've won your first Blue Ribbon—so go after it!

1st Prize and First Pen Pullets, Madison Square Garden, New York. They commenced laying when a little over 4 months old

PRESENTING THE "FAMOUS" EVIDENCE

If you have been "following" me through all these pages, you will agree that I have made out a pretty good case for Sheppard's "Famous" Anconas.

I have claimed that:

Anconas produce more eggs on less feed than any other breed I know—

Anconas lay more Winter Eggs than any other breed—

Anconas lay large, white eggs the whole year 'round—

Anconas mature rapidly, are hardy, and make money for their owners.

I've said a lot of other things too. So now it's up to me to back up the statements I have made—to call on the witnesses—to present the evidence. I am going to call upon my customers—we shall see what they have to say. The Court is now open!

<h2>DO ANCONAS LIVE UP TO THEIR REPUTATION AS HEAVY LAYERS ?</h2>

The profit in poultry is largely a matter of getting the eggs—not by fits and starts and spurts—but **heavily** and **consistently**. So the following evidence ought to be of considerable interest to you.

H. C. S.

268 Average for Flock!

California—I have been highly pleased with the results I have gotten from stock of your strain. From a setting of eggs I got 15 chicks. From this hatch I raised 10 pullets, which averaged 236 eggs in their pullet year. In their second year they averaged 268. This is convincing proof that Sheppard's "Famous" Anconas are all you claim for them.

S. C.

"Most Persistent Layers I Ever Saw"

Texas—I am more than pleased with the Ancona hens I bought of you. They are the **most persistent layers** I ever saw.

F. R. B.

“Hard to Get Pictures—but a Cinch to Get Eggs”

Pennsylvania—The small flock of day-old “Famous” Anconas that I purchased last year as an experiment for my back-yard has certainly proven a success. As they were of the July 4th hatch, we dubbed them “Firecrackers”. On Christmas morning they presented their first egg, and at this date (June 24) they are still laying with no sign of a vacation.

My seven hens have the wonderful record of 931 eggs in six months. Some one may have a back-yard flock that beats this, but this record satisfies me. Enclosed find snap-shop of the “Firecrackers”. It’s hard to get pictures of these hustlers, but a cinch to get eggs from them.—W. J. M.

Some Record

Ohio—I have 25 “Famous” hens and I got more eggs from these 25 than the the farmers in this country who had from 100 to 150 hens of other breeds this winter.—M. T.

“Best Layers in the World”

New Mexico—My experience with Anconas has convinced me that they are the best layers in the world. They act as if they never intended to quit laying.—J. H.

She Waited One Day!

Vermont—I have in my flock of 33 “Famous” hens, one individual that completed her second year by laying 322 eggs in 366 days. She ended her laying year December 15th, waited one day, and is now at it again.—E. A. B.

He Holds the Record

New Jersey—My “Famous” Anconas outlay anything in this vicinity. I hold the egg record of the neighborhood.—O. E. G.

“The Only Fowl for Egg Production!”

Rhode Island—Last July you shipped me 28 “Famous” chicks. I raised them all—22 pullets and 6 cockerels—and am getting from 14 to 18 eggs every day. They are the only fowl for egg production.—G. H. W.

“Anything to Boom the Breed”

Rhode Island—Enclosed find snap-shot of my “Famous” Anconas and put it down that I am always ready to do **anything to boom the breed**. I have had experience with quite a number of other breeds, but have never had any that could equal the Ancona for laying qualities and economy of upkeep.

The pen in the picture turned in an average of 261 eggs in a year. My Hen No. 20, hatched from “Famous” Eggs purchased of you, has been shown five times, winning 5 firsts. She has an **egg-record of 291**. Hen No. 42, daughter of No. 20—the **third generation down from the stock I bought of you**—was shown nine times last fall and winter and was never beaten.

Dr. H. W. C.

An Average of 256 Each!

Seven Pullets hatched from eggs purchased from Ancona Headquarters have laid an average of 256 eggs each for one year.

G. W. I.

6 Pullets—1190 Eggs

Ohio—In just twelve months my “Famous” pullets—six of them—laid 1190 eggs.

M. J. G.

“Best Layers I Ever Saw”

Vermont—My pullets are doing fine. I have 13 and I average 10 or 12 eggs a day. I think they are the best layers I ever saw.

Can You Beat This?

Ohio—It may interest you to know that I have two Ancona hens nearly thirteen years old, and one almost twelve. They lay as well as the younger chickens.

C. W. D.

10 a Day from 15 Pullets

Maryland—Have a pretty pen of fifteen pullets and one cockerel. I am now getting an average of ten eggs per day.

B. C. B.

128 Eggs in 122 Days!

Nebraska—Thought perhaps you might be pleased to know that we have a “Famous” hen that has, since March 4th laid an egg every day including today, (July 3rd), and has, on six days during this time, laid two eggs. This makes 128 eggs in 122 days! Every egg is perfectly formed and full weight.

W. Y. E.

ARE ANCONAS WINTER LAYERS?

Keep in mind, while you are reading these letters, that the results mentioned are those obtained—in most cases—by amateurs and beginners. This fact makes these winter-egg records all the more remarkable. And remember also, that it is during the winter that egg profits are at their highest.

H. C. S.

“The Coldest Weather Did Not Stop Them”

Rhode Island—Am not a very good hand at taking pictures, but here is one I hope you can use.

The pen I purchased from you soon paid for themselves, and they have laid all winter long. **The coldest weather did not stop them laying**, while our other chickens did not lay at all in the winter months. My wife says she wishes she had known of these great winter layers long before this. Then we would have had eggs the whole year around.

We now have a good start with the Sheppard Strain, and will keep building up our flock until we have nothing but “Famous” Anconas on our farm.—P. K.

No Matter How Cold!

Maine—“Famous” Anconas lay all winter, no matter how cold it is. **The colder the weather, the better they lay.**

G. R. M.

Didn't Get Cold Feet!

Vermont—The coldest day we had (45 degrees below zero) I got 17 eggs from my 22 pullets—and this **in an open front hen-house!** Their combs were more or less nipped, but they did not get “cold feet.”

“Best Winter Layers I Ever Saw”

South Dakota—I hope the picture suits you—it was the best I could get.

I am certainly more than pleased with my Anconas, for they lay such large, white eggs. And best of all, they are the **best winter layers I ever saw or heard of**. Another thing: the baby chicks are so very easy to raise. It's Anconas for me—every time. J. T. G.

A Wonderful Showing!

Ohio—Today I gathered 25 eggs from a pen of 28 pullets. It is a wonderful showing for the 2nd of February. C. E. B.

Certainly Convinced!

Indiana—I am certainly convinced that Anconas are the **greatest winter layers** and I have tried several varieties of chickens.

The Coldest Weather in Years

Michigan—Received my “Famous” Anconas on January 17, and am more than pleased with them. When you consider that these birds are **laying during the coldest weather we have had in years**, it proves that Sheppard's “Famous” Anconas are the best that money can buy. W. J. S.

Out in the Snow and Cold

Minnesota—I have had three different breeds of chickens in the past, but have found that Anconas are the **only ones I can get eggs from in the winter**. My chickens have been out in the snow and cold every day, while my neighbors have theirs closed in for the winter. Mine are laying, while every one else is complaining that their chickens are not. F. W. C.

'Way Up in Manitoba

Manitoba, Canada—We had a very early winter here—a month ahead of usual—so I did not expect to get any eggs. But my pullets have been **laying right along—with the weather from zero to 32 below**. C. C. S.

Here are some
of the other
"Snaps"
submitted in
the "Famous"
Contest. I wish
that all of 'em
might have
"placed" in the
"Big Money"!

HOW ABOUT EARLY LAYING?

This matter of getting an early start is also of some importance. The bird that lays early, consistently, and late is the one that pads the bank account. You probably noticed the letter that tells of the Anconas that are still laying at the ages of 12 and 13 years. To say the least, this is rather remarkable, but equally remarkable are the **early-laying** records which I am here offering. These letters go to prove that Anconas pay for their "board and keep" very early in life.

Laying at Three and One Half Months!

New Jersey—Having read in some of your letters from different people about their "Famous" pullets laying at the age of four months, I thought that it might be of some interest to you to know that one of mine began her laying career at **just three and a half months**. It seems almost unbelievable, but it is nevertheless true.

"Famous" Anconas grow faster than any breed I have ever seen, yet they **eat just half as much**. My cockerels began crowing at six weeks. Every bird I have is **crammed full of pep**, and yet they are all **as tame as kittens**. All of the cockerels have been given names, and each of the children have their own favorite pets.

Any man who is closed up in an office all day as I am, will find nothing more fascinating and more of a relaxation than to invest in your "Famous" Anconas. The picture shows my wife and

some of our "speckled beauties"—and the only sad part about it all is that they seem to be getting more attention from my wife than I am!

Dr. S. B.

Celebrated Their Fourth Birthday

New York—Received the 24 lively, beautiful chicks you shipped me all O. K. **On their fourth anniversary**, they started to lay.

R. D.

Four Months and Nine Days

Ohio—Pullets began laying when **four months and nine days**. They certainly are the original egg machines, especially in the winter time.

F. A. B.

Something Wrong the Second Day!

New York—One of the pullets you sent me laid her first egg on the day she was 4 months old. She skipped the second and, and has laid an egg every day since. This is almost too much for my neighbors to believe.

S. N. W.

3 Months and 25 Days

Illinois—My "Famous" pullets began laying when 3 months and 25 days old.

V. B.

WHAT ABOUT ANCONA "WILDNESS"?

I could go on for page after page with letters on each of these points—but what's the use? Just a few of them establish my statements. Take this question of "wildness", for example. I have scores of letters from customers on this one point alone, but a dozen will serve as well as a dozen dozen.

H. C. S.

Some of the "Wild" Ones

New York—I want to assure you that the "Famous" Anconas you sold me are doing fine and producing the eggs. The picture shows a few of the "wild" ones. I have several of these same "wild" ones that perch on my head and shoulders. G. W. D.

They Eat Out of My Hand

Pennsylvania—Our Anconas are dandies—so tame and nice. They eat out of my hand.

I Can Pick Them Up

Missouri—Received the "Famous" cockerels Saturday. Thank you very much for the selection. They are so tame I can pick them up any time.

B. F.

Here's One of the "Wild Ones"

New Jersey—You will note that this young rooster is tame enough to crow while being held.

My "Famous" birds have certainly paid for themselves. They are the best layers in the neighborhood. Several people have bought stock from you after seeing my flock. O. E. G.

They Are Very Tame

British Columbia, Canada—My birds commenced laying at the age of four months. This speaks well for your strain and proves all the claims you make for your Anconas. I have kept them in a yard with a fence only four feet high. They are very tame and do not mind the cold winters. P. S.

Demure Little Beauties

South Carolina—I like my flock of "Famous" birds very much, and I think you have the greatest fowls in the world. "Demure little beauties" well describes them. W. W. R.

Tame As a Dog

Pennsylvania—My "wild" cockerel is as tame as a dog. He will fly on my shoulder and I can walk with him all over the yard, and I can go into the kitchen, take him off my shoulder and set him down. J. K.

"Your Stock is Not Wild"

Tennessee—The cockerel came through safely and in good shape. He is making himself at home, and is very gentle. Your stock is not wild. W. H. M.

Tamest Chickens He Ever Raised

Maryland—Anconas are not wild. I can go among them and pick them up without exciting them in the least, as they do not mind my handling them at all. They are the tamest chickens I ever raised, and I have tried not less than a dozen different varieties.—G. L. G.

Anconas in a 4-foot Pen

Missouri—I have a friend who has a dozen Ancona hens. She can go out into the yard and pick any one of them up. As for flying, she keeps them in a pen only four feet high. O. C. S.

HOW ABOUT "UPKEEP"?

This is important too! What does it cost you to produce a dozen eggs? And here again "Famous" Anconas are in the lead. They produce more eggs at a lower production cost per dozen than any other known breed. Largely because they are such light eaters, and such heavy layers!—H. C. S.

A Low Upkeep Cost

Missouri—The picture shows my little girl and her pet Anconas. We are going to confine our flock exclusively to them, as they are easy to keep in small quarters and very tame. Then too, they are good layers with but little attention and a low upkeep cost. R. E. M.

On a Minimum of Feed

Wisconsin—We are getting splendid results from "Famous" Stock. We get about 40 to 48 eggs every day from our flock of 55 hens. They are good layers on a minimum of food.—G. A. P.

How Do They Do It?

Michigan—What I would like to know is this: Are all Anconas small eaters? Mine don't seem to eat enough to keep alive, but they all look good, and their combs are red, and they are certainly laying. O. L.

"I Never Saw the Like"

Ohio—My pullets are all laying well, but I have to be very careful how much I feed. I never saw the like. It takes almost nothing to keep them. A. M.

Larger Eggs on Less Feed

Canada—One of the reasons I decided on "Famous" Anconas is this: Although they lay as large or larger eggs than other breeds, the Anconas do not consume so much feed per bird. C. L. M.

ARE ANCONAS "HARDY"?

Will they stand hot weather as well as cold weather? Are they easily subject to disease? Do you have to be in continual "dancing attendance" upon them? Do they require "pampering"? Can they stand confinement? Will they lay under discouraging conditions? Do they have to be "milk-fed" in order to produce eggs? All of these things ought to enter into your decision, and Anconas stand ace high on all those points.

H. C. S.

They Have Changed Their Minds

South Carolina—After trying for a few hours to get a good picture of Anconas, I concluded that it was no cinch—they won't stand for it!

Some of my friends once told me that Anconas were not the fowl for this warm climate. However, their minds have been remarkably changed, for these same friends are now buying eggs for hatching from me.

W. S. J.

In a Small Back Yard

Michigan—Too much cannot be said for "Famous" Anconas. The coop I keep my flock in is only 6x18 and their little yard about the same, but still they look just fine and are laying every day. Have been getting as high as 15 eggs from 18 pullets.

W. L. R.

Disease Shows Up Ancona Hardiness

Nebraska—Sorry to state that we have lost \$300 worth of breeding stock from Roup. But note this: These were all of another strain. The "Famous" pen showed its remarkable vitality under bad conditions, for not one of them contracted the disease.

F. C.

In Spite of a Poor Chance!

New York—The pullets I raised from your “Famous” chicks laid an average of over 200 eggs for the first year. One made the splendid trapnest record of 285. I consider this very good, considering the fact that these birds have not had a good chance.

H. H. W.

No Disease in Seven Years

North Carolina—For pure vigor, “Famous” Anconas have the world beat. In the seven years I have been breeding Anconas, I have had no disease of any kind in my flock.—W. M.

Fine, Thrifty Stock

Missouri—I have some fine, thrifty “Famous” stock. They are the greatest egg producers I have ever seen, and seem to be practically immune from sickness.

R. B. H.

DO SHEPPARD CUSTOMERS WIN PRIZES?

Here is a pretty good test of a breeder's idea of a square deal. I have already told of how often I have been beaten by “Famous” Stock in the hands of my customers. This don't bother me a bit. It is when a bird from some other strain “slips one over on me” that I began to sit up and take notice. Let me assure you, though, that this is rather rare. It usually takes one “Famous” bird to beat another!

162 Ribbons and 2 Silver Cups

Iowa—Your books will show you that I bought chicks and eggs from you in 1915. From them I have since won 162 Ribbons and 2 Silver Cups—thanks to you.

W. O. D.

At the County Fair

Wisconsin—Out of the 12 “Famous” Chicks received from you this year, I took three pullets and three cockerels to our County Fair, and received 1st and 2nd on pullets and also 1st and 2nd on cockerels.

C. C. P.

The Lion's Share of the Credit

Ohio—It is no wonder that you can carry off honors of the World's Greatest Poultry Show, when you put out chicks with such vitality—we raised every single chick received from you!

The bird shown in the picture has taken the Blue and the Purple as the best in her class. In our last local Show, we entered a pen and two singles—3 entries—and won 3 firsts.

My flock has made me \$6.00 per bird for the last five months, and I am compelled to give the "Famous" Anconas the lion's share of the credit, for I am an amateur without poultry experience. This record was not made under the most favorable conditions, as the chicks were raised in a box 3x4 feet, and they were entirely without artificial heat until 10 weeks old. As present I have a flock of 600 Anconas, and am well on the road to poultry success.

Good Show Winners

D. I. C.

Illinois—The Anconas I bought of you are certainly good show winners. They took 1st, 3rd, 4th and 5th at our Show. A. M.

Eleven "Wins" Out of Eleven Entries

Massachusetts—I am very much pleased with results at the Show this year. I entered eleven birds and received eleven ribbons. And there were large entries this year. M. E. C.

First Prize—from the State

Wisconsin—Am writing to tell you about the chicks I purchased from you last April. I received first prize on them from the State on project work—a solid gold pin and \$10.00. W. E. D.

If you get an extra
good picture of
your Anconas—
send it in. I'll be
glad to see it!

H. C. S.

HOW DO ANCONAS "STACK UP" WITH OTHER BREEDS?

What has been the experience of people who have tried a number of different breeds? Are Anconas chosen in preference, not only to the heavy fowls but also to the other so-called "egg-laying types"? Even when competition is hottest, can they hold their lead? If you choose Anconas, will they give you the best egg-record in the neighborhood or will you have to take off your hat to the owner of some other breed?—See what these people—people who have tried other varieties—have to say about it.

H. C. S.

More Eggs on Less Feed

Kentucky—I started in the chicken business eight years ago, trying almost every well-known kind of fowl. But I have never seen a breed that could lay with these Anconas! They lay more on less feed than any chickens I ever tried.

The old saying has it: "Egg money is pin money", but if you have Anconas, they will build houses and pay any kind of a debt. No praise is too high for these "speckled beauties."

Hope you can use the picture.

R. J.

20 Years of Experience

New York—This flock of "Famous" Anconas bought of you proved to be far ahead of any I ever owned. One hen laid over 100 eggs consecutively, never missing one day during that time. I believe, from 20 years of experience, that the Anconas—and especially Sheppard's—are world beaters.

G. W. D.

Better Than Any Other Strain

Kentucky—I don't think that Anconas could possibly be excelled for laying. I have had the Sheppard Strain for two years, and I like them better than any chicken I have ever raised. They are all you claim for them—and then more.

J. W.

A Wide Experience

West Virginia—In regard to the bird you shipped me recently, I wish to say that he arrived in fine condition and that we are satisfied in every way. The bird was not for myself, but I was agent for another party. Having had a **wide experience** with poultry of various breeds, I knew right where to go to get the best in Anconas.

A. B. C.

Closed to Other Breeds

Ohio—Two years ago I started with the Ancona. **None of the other breeds can enter my pen.** My neighbors, at that time, had all kinds of birds—but you can go to these same neighbors today and it is all Anconas. One of my neighbors has something like 500 or 600 of them.

C. L. L.

"The Bird for Me!"

Illinois—I am surely proud of my "Famous" Anconas. Have been raising other breeds for several years, but this is one year I made a good change. From now on, the Ancona is **the bird for me!**

E. E. K.

15 Different Varieties

Idaho—I have tried about 15 different varieties of chickens—and 5 different strains of——— and I have found that the Anconas always mature and start laying first. **Will raise nothing else next year.**

J. W. W.

"Greatly Pleased with My Purchase"

Maryland—My fifty "Famous" chicks arrived March 31. They are just a "number one" bunch! Never had a bit of trouble with Diarrhea, which has been my trouble with other breeds. I am greatly pleased with my purchase.

J. H. H.

Twice as Many Eggs

Michigan—I have 11 pullets of the "Famous" Strain, and those 11 pullets lay more eggs by 50% than 25 others of another breed for which I paid a big price.—S. K.

"Give Us Anconas Every Time

Oregon—We now have 125 Ancona hens, 100 pullets, and 24 baby chicks. We wouldn't trade our "Famous" flock for 1,000 of any other kind. **Give me the Ancona every time!**

J. L.

After 28 Years

Connecticut—I have tried different breeds for 28 years but never had anything that looked as good to me as Anconas.

F. H. B.

ARE ANCONAS MONEY-MAKERS?

A lot depends on the answer to this question. Taking everything into consideration, are they money-makers? Of course, they are fine-looking fowls—and of course, they lay eggs—but has the average poultry raiser been able to make money from them? Not the expert, but the average amateur! I have scores of enthusiastic letters on this point, but I shall only submit a few. H. C. S.

11 Anconas Lay More Eggs Than 60 Others!

New York—I am a boy sixteen years of age and have been raising chickens for the last five years. Last year I attended the Show at Madison Square Garden, and determined to have some of those “speckled beauties.”

I raised 11 pullets from chicks received June 15. I had 60 other chickens during the winter, but my 11 speckled egg-producers laid **more eggs than the entire 60**—every day. So I have sold the 60 chickens of the other breed, and shall keep nothing but “Famous” Anconas from now on.

During March I sold \$19.62 worth of Ancona eggs. The feed for this period cost \$2.55, leaving a profit for the month of \$17.07. I might also add that these were all eggs for market, none being sold for hatching purposes. This profit convinced me that I had made no mistake in disposing of my other stock. I now have 168 thriving youngsters on my back lot range and expect to sell young cockerels in a few weeks. C. J. H.

Here's a Man Who Has to Cut Down On Anconas—or Pay an Income Tax!

Michigan—Am sending you some amateur pictures of Anconas. I call them “amateur” because they do not show up the fowls or give them proper credit—they are too busy to pose and I do not understand cameras.

But I will say this: After trying every known breed and strain for ten years—and footing the bills myself—I am about discouraged with poultry. But I sent for a few “Famous” Chicks, and in the last five years I have been making money from poultry. In one of the pictures you can see the Ancona's first little coop—in the other, you can see the fine large laying house they have earned for themselves. And I am now building an 80-foot addition. My Anconas have paid for everything, and I have either got to cut down on Anconas or pay an income tax this year. So I am giving up my position at \$2,000 a year to give all my time to Anconas. And I am not struck with “chicken fever” either, but it is the eggs and beauty of the birds that pay the freight.

D. H. J.

10c More Per Dozen

Florida—Anconas are the best chickens I have ever raised. I get 10c more per dozen for their eggs than I do for other kinds, owing to their better size and color.

E. B. M.

\$100 Profit on Eggs Alone!

Missouri—This is a statement of what I sold from the pen I bought and six pullets I raised from your baby chicks:

Sold 8 pullets—\$2.00.	Sold 49 pullets and 1 rooster—\$150.00.
Sold 1 rooster \$8.50—.	Sold young roosters to butcher—\$ 72.00
Total—\$250.00.	

I still have 69 pullets that are all very fine layers, also the original hens and rooster. And I have \$100.00 cash profit on hand from selling table eggs alone.

S. E. B.

Profit on Anconas.....\$5.29
Profit on Others..... 98c

Michigan—I'm not prepared to give up my business to raise chickens, but I must confess that they are winning more of my attention and interest almost daily. So I am writing to tell you of the splendid record made by "Famous" Anconas on a city lot, and under conditions of restricted quarters and close confinement. The point of the whole matter is the opportunity it affords me for comparison with other breeds.

Our eleven "Famous" Anconas were hatched June 15th, from eggs I bought from you, and commenced to lay in November. They were going full blast in December. In January our eleven Ancona pullets made us a net profit of \$5.29 while thirty-three other chickens could only produce a profit of \$0.98. I didn't need this particular demonstration of Ancona superiority to convince me that my other breeds were being left far in the rear. From the very first they had begun to outlay my other fowls. But January added the knock-out blow. Eleven Anconas—profit \$5.29, 33 others—profit \$0.98! As individuals, on an average, the other fowls earned 3 cents apiece, while the Anconas earned 48 cents. Some difference! And I wish to emphasize the fact that all my chickens received the same care and treatment.

From March 18 to June 10, we sold hatching eggs to the amount of \$66.00 besides hatching 120 chicks for ourselves. July 1 we sold 8 to 12 weeks old cockerels to the market for about \$1.00 each.

Right now, in mid-summer, our Anconas are laying on an average of 70%. There is no sign of a let-up. We consider this to be a rather remarkable record after having laid consistently all winter and spring.

Anconas represent to the city man who must purchase expensive foods a considerable saving. In my own experience, I have learned that my other breeds consume almost twice as much per bird as do the Anconas.

S. K.

\$600 Net Profit —or How Mrs. E. “Converted” Her Husband

Ohio—Several years ago I was in very poor health and realized that outside work in the open air was what I needed. So I started in to care for chickens as I had always thought it would be interesting work. After trying several breeds, I noticed an Ancona “ad” in one of the poultry magazines and sent for 30 Ancona hatching eggs. I got 25 of the nicest, fluffiest chicks I ever saw. Just three months and twenty days

from the time of hatching they commenced to lay.

My husband had never been very enthusiastic about my chickens. He said that I was going in on too big a scale—that the work would be too heavy for me. In fact he had always tried to discourage me. But when my Anconas began to lay, he began to sit up and take notice. Without my asking for it, he decided to build me a new chicken house. He had always been in the habit of calling the flock “my wife’s chickens.” Now it is “our Anconas” and he takes as much interest and pride in them as I do. He follows the daily egg record as closely as he does the baseball averages in the big leagues. He even calls himself an “Ancona fan.”

The new chicken house gave me a chance to increase my flock. That year I had 160 Anconas which paid me as follows:

Baby chicks	\$ 424.35
Market eggs	215.75
Stock	550.00
Total	\$1190.10

After deducting all my expenses I found that I had made a net profit of over \$600. Here was another surprise for my husband.

Just think of the dandy boost I have given our household financially. With the profits from our Anconas we have bought an automobile and a lot of other things we have always wanted but could never afford.

Mrs. E.

HOW ABOUT "FAMOUS" HATCHING EGGS?

You know, as well as I do, that elaborate promises never hatched a single egg. The eggs have got to be **fertile**, and I am glad to say that "Famous" Hatching Eggs have a nation-wide reputation for high fertility. Before I have a few of my customers testify on this important point, I wish to give my Hatching Eggs Guarantee.

H. C. S.

Guarantee for Hatching Eggs

I guarantee eggs to run at least 75% fertile, although, the fertility usually runs 85% to 95%. In case eggs do not run 75% fertile or better, I will duplicate the order at one half of the regular price. This guarantee is good for every month of the year, excepting the severe weather. It is not necessary to return infertile eggs. Your statement will be accepted.

However, customers are seldom compelled to remind me of my guarantee. Listen to these high fertility percentages!

Out of 15 Eggs I Got 14 Baby Chicks

Alabama—I received the eggs in good order and out of the 15 eggs I got 14 baby chicks and pretty as they can be. I believe they are the best I ever saw. They are three weeks old today. I thank you for your kindness and trouble.

T. M.

Had a Good Hatch and Raised Them All

Pennsylvania—Received 45 eggs from you. Had a good hatch and raised them all. Got my first egg the day they were five months old and they have been right at it ever since. My pullets are good in color and shape.

O. E. H.

Eggs Received in Fine Condition

Alabama—Eggs received in fine condition. They look fine. Your generosity exceeded my expectations, for which accept my sincere thanks.

V. A. H.

26 Healthy Chicks Were Hatched

Manitoba—Regarding the shipment of 30 eggs, I wish to take this opportunity to thank you for the very generous treatment you gave me. I am very pleased to state that 26 healthy chicks were hatched from those eggs and they are doing fine.

W. H. H.

"I Like them and They Pay"

Pennsylvania—I got 12 strong, fine chicks out of the 15 eggs. The pullets laid all winter and are still at it and don't seem to think about quitting. They are fine layers and I am going to get rid of all my others and raise nothing but Anconas from now on. I like them and they pay.

F. W. G.

Eggs Arrived in Good Shape

Texas—The eggs came today. They arrived in good shape, and were carefully packed. They are **certainly beautiful eggs** and it is remarkable how uniform in shape and size.

30 from 30!

Wisconsin—Out of my two settings I got a perfect hatch— 30 chicks out of 30 eggs—and I raised them all but one. B. H.

28 Out of 30

New York—I am writing to tell you of the wonderful luck I had out of the eggs I bought of you. I got 28 chicks out of the 30 eggs. **I opened people's eyes here considerable**, as there was a rumor out that your eggs were not fertile, which I find to be absolutely false.

C. A. E.

A 100% Hatch

Ohio—You will be interested in knowing that I got a 100% hatch from the eggs I received of you, and I certainly feel that I have made a very wise choice in buying Sheppard's "Famous" Anconas.

W. M.W.

14 Chicks out of 15 Eggs

Pennsylvania—It gives me great pleasure to let you know that I have 14 fine healthy chicks out of the 15 "Famous" eggs. H. T.

"A Wonderful Hatch"

New York—The setting of 15 eggs you sent me last March hatched 15 healthy, vigorous "Famous" chicks. I am well pleased with them . . . it was a wonderful hatch.

O. G. K.

The Wonder of the Neighborhood

Connecticut—Received the setting of Ancona eggs O. K. and set them on May 20. The hen broke one, but on the 11th of June, I got 14 good healthy chicks—the wonder of the neighborhood. It's nothing but Anconas for me!

L. F. T.

Not a One Broken

North Carolina—Received all the eggs O. K. Never saw a nicer packed box of hatching eggs—not a one broken. . .

W. C. Y.

HOW ABOUT BABY CHICKS?

You probably noticed my Baby Chick Guarantee on Page 47, in which I stated that I shipped nothing but strong, vigorous chicks, and that I guaranteed that at least 95% would reach you alive. So you can see that I believe in the hardiness and vitality of "Famous" Baby Chicks. I have hundreds of "good reasons" for believing in them—and I am here reproducing a few of them. H. C. S.

Ready for a Good Drink

Illinois—After four days on the road the chicks you sent me came in first class condition, every one alive and ready for a good drink and meal. Thank you. H. L.

A Lively Bunch

Ohio—We received the 50 chicks last week. All were in fine shape and are doing fine. We are very proud of them. They are surely a lively bunch. Many thanks to you. J. J. J.

Nice Layers and Lookers

Kansas—Last year I bought some little chicks from you and they have sure proven some nice layers and nice lookers. C. H. A.

Beat Anvil Chorus to a Whisper

Pennsylvania—Chicks arrived O. K. Are all you claim for them. They have the Anvil Chorus beat to a whisper. Anconas had no friends here, but are making them every day. C. S.

Nothing Snappier or Prettier

Virginia—The little Ancona beauty baby chicks arrived O. K. As a pit game fancier and breeder for several years, I do not hesitate to say that I have hatched nothing snappier or prettier than your Anconas. In other words, I am greatly pleased. A. P. H.

Hopped Out of the Box

Texas—Baby chicks received yesterday. All were in good condition and as usual hopped out of the box when opened and began to hustle. H. H.

Prettiest Little Chicks

Wisconsin—The "babies" came in fine shape. Every one is in splendid condition. They began hopping out of the box as soon as we opened it. We think they are the prettiest little chicks we ever saw. J. W. V.

Well Pleased

North Carolina—The baby chicks you sent me arrived today all in good condition. Are all fine and strong and I am well pleased with them. W. A. C.

Ready for Breakfast

New Jersey—The baby chicks arrived yesterday, as lively a bunch as one would want to see. They took to the brooder just like old hands, and on going to them early today, found them **ready for breakfast** and ready to kick around. A. C. H.

“More Than My Money’s Worth

Iowa—The chicks arrived O. K. Our neighbors think they are the prettiest chickens they ever saw. I certainly think I got **more than my money’s worth**. H. W.

Made Themselves at Home

Kentucky—Chicks arrived safe and sound. They jumped out of the box and made themselves at home. I never handled such good chicks before. They are **strong little fellows**, and can take care of themselves from the start. A. O. T.

“As Chipper as You Please”

Virginia—All my chicks are **as chipper as you please**. Among the many admirable traits of your “Famous” birds, their early strength and vigor is remarkable to me. I am certainly proud of my Anconas. A. P. H.

“All in Fine Shape”

Illinois—I received the 200 baby chicks **all in fine shape**. They are the most beautiful and liveliest chicks I ever saw. W. R.

“Like a Bunch of Pansies”

Ohio—“Famous” chicks arrived yesterday—the loveliest bunch I ever saw. When I took the lid off the box my wife remarked that they looked **like a bunch of pansies**. R. S. B.

Ancona Chicks Appeal to Artist

Alabama—My chicks arrived last night. I presume that they laid over in Mobile all day Monday as there was no mail boat over here that day, not until Tuesday evening. Now you can imagine that I expected to find several dead chicks but what was my delight on opening the box to see a boxful of beautiful, lively baby Anconas. Not one dead. They are beauties; in fact I think your Anconas are most attractive.

Every One a Live Wire

Pennsylvania—Received the chicks and to say that I am well pleased with them would be putting it mildly. Every one of them was a live wire, when they arrived. Thanking you for your courteous treatment and wishing you success. S. A.

Counting the Dead Ones

Wisconsin—The chicks arrived and each morning since the neighbors come over to count the dead ones, saying it is impossible that chicks can travel that distance and not some of them die, but at this time they are too busy to die. H. W. M.

WHAT ABOUT SHEPPARD SERVICE

People seem to like the idea of my giving them personal service—both in the way of correspondence and selection. So I always manage to keep pretty close to things—in the office as well as out on the firing line. I have expert assistance in both places. The gentleman on my right is Mr. Frank A. Wangler, who assists me with my enormous mail. Whenever anything comes up that looks important, my Farm Superintendent confers with me. We get our heads together—for two heads are usually better than one—and decide upon the matter in hand. I always try, in all my dealings with customers, to be fair, square, and to go the limit in satisfying them.

H. C. S.

“Squarest Deal Ever Received”

Idaho—I want to say for the benefit of everyone interested in poultry, that in all our transactions you gave me the squarest deal I ever received from anyone. I take pleasure in recommending you to anyone wanting good, strong, healthy stock. Am highly pleased with the stock hatched from your eggs.

F. T. R.

More Than the Bird Is Appreciated

Tennessee—The cockerel came in yesterday by express in good shape. He looks good and I desire to express my thanks to you for the bird and to assure you that I highly appreciate not only the bird but the fact that there is one poultryman that believes in doing the square thing by his patrons.

"Thank You for Your Excellent Treatment"

Indiana—My "Famous" flock is just fine, and I wish to thank you for your excellent treatment. I do not hesitate to recommend you to anyone, for I know that they will get what they order and will not be disappointed. J. E. D.

Promptness and Selection

Michigan—Received the cockerels in fine shape, and like them very much. Thanks for sending them so promptly and also for the good selection. W. H. L.

"Thanks for Such Good Treatment"

Arkansas—Received the pullets you sent me O. K. They are all doing fine, and I wish to thank you for your good treatment. J. E. S.

"I Appreciate the Way You Have Treated Me"

Kansas—Received the baby chicks. All were alive and in good condition and are doing fine. I appreciate the way you have treated me in this matter, and am highly pleased with these "Famous" chicks. H. T. H.

Couldn't Have Done Better Himself

South Carolina—I was well pleased with the selection you sent me. I do not think that I could have made as good a selection as you gave me if I had been there and picked the stock myself. Everyone that sees them say they are beauties. F. P. R.

"Many Thanks for the Selection"

Canada—Chicks arrived all O. K. All living and in fine shape. Expect to raise all of them. A bunch of live wires. Many thanks for the selection. Hope to work into your "Classy Goods" some day. R. M.

Treated Squarely

West Virginia—I want to thank you for your kindness. I have never dealt with anyone who treated me so squarely. The birds arrived January 19th in good shape and are certainly fine birds.—A. S.

"The Considerate and Friendly Way"

Connecticut—I am very pleased with the considerate and friendly way you have of doing business. Really, I didn't expect anything as liberal. My heartfelt thanks for your generosity. R. C. P.

"Best Service of All the Men I Have Dealt With"

Illinois—The pen of Anconas arrived all right. They look good to me, but are the first that I have ever seen, so am not fully able to judge of their qualities. But I will say that you have given me the best service of all the men I have dealt with and I thank you for it. There is real pleasure in dealing with men that keep their word.—J. W. R.

“Hard to get pictures—but a cinch to get eggs!” said one of the Contest entrants.

Which just about hits the nail on the head!

THINGS YOU OUGHT TO KNOW BEFORE YOU ORDER

Our Prices are Reduced

I have never "harped" on **price** as a reason for buying "Famous" Anconas. They have a **value** in themselves—and so, like a diamond merchant, I have not relied on **price**. I allow the inherent **quality** of the stock to speak for itself.

I feel it is only fair, however, to let you know that our prices have been reduced. It has been our custom, year after year, to increase the prices in proportion to the improvement in the quality of the Strain. For a chicken is a peculiar sort of product. If it is worth \$10.00, it ought to sell for \$10.00. If it is worth \$100.00, it ought to sell for that—not a nickel less!

This year I am going to depart from our ordinary custom. The Strain, as usual, has made a marked improvement, but the prices have been lowered. I do this because it is in keeping with new conditions. Some of the prices have been reduced as much as 20%.

Satisfaction is Guaranteed

It is my iron-clad policy to give all my customers the squarest kind of a square deal. All "Famous" Stock is guaranteed as represented. All eggs, chicks, and stock are shipped in the very best way we know how.

Be sure that you examine shipment very carefully before you sign the Express receipt. If there is anything wrong with the shipment be sure to have notation made on the Express receipt before signing it. If you sign for a shipment "received in good order" there is no chance for you to file claim against the Express company excepting for broken eggs and then the claim may be filed against the Express company for concealed damages, but, should be reported to express agent promptly.

Terms are Very Fair

My terms are invariably cash with order. No orders booked unless accompanied by cash or a deposit of 25 per cent as an evidence of good faith. I will book orders for eggs for future shipment. Will ship at two or three different dates, if desired. Please remit by draft, registered letter, or money order. No goods sent C. O. D. Please write your name and address plainly. It is a good plan to give the name of your county. The order blank is on the first page of the pink insert.

Our Facilities are Complete

Many of my customers—located at considerable distances from my Home Plant—Inquire if they cannot secure Sheppard's Famous Anconas closer by, to save express charges and to assure a little earlier arrival. To accommodate these customers and to put myself in a position to render all a better service, I have established two branch farms. Both of these branches are under the supervision of Ancona Experts, and my personal attention is given to mating. The stock is identical with that shipped from Berea. From these two branch farms, we can now ship chicks and eggs at short notice and at a distinct saving in express charges.

Different Strains

If you have purchased eggs or chicks from me and wish a cockerel of another strain to mate with your pullets, please state this fact when you order. And let me advise you at this point, to build up your flock occasionally with new, fresh blood. And don't build **down**, with lesser strains—build **up**, with "Famous" Stock.

I might as well say here that I reserve the right to replace a male bird in a breeding pen with another bird of superior quality. Occasionally one of my best specimens is not placed on exhibition because of some slight accident. Or a bird may not be quite "ripe" for the Show Room, and may later develop into a better bird than is listed. In cases like this, you get the advantage of the better bird.

Canadian Shipments

While there is an import duty on common fowls going into Canada from the United States, it will interest my Canadian friends to learn that Sheppard's Pure Bred "Famous" Anconas are passed into Canada free of duty, when accompanied by proper invoices and certificates. We are very glad to furnish proper invoices and certificates of pure breed with every shipment of Sheppard's Famous Ancona hatching eggs, baby chicks or stock going to Canada, so that there will be no duty on the shipment. This should be an inducement to import Ancona stock direct, as many people have had the idea that the duty on high grade Anconas amounted to nearly as much as the birds themselves. Our Export Department gives special attention to shipments going to another country.

\$25.00 in Gold Free

I hereby offer \$25.00 in gold for the best record of six or more hens or pullets bought of me or hatched from eggs bought from me in any twelve consecutive months. It will not be necessary to trap-nest them, only keep a record and state average. Send a sworn statement to me at the end of the twelve months.

Prize will be paid September 1st, 1923.

Visitors Always Welcome

Visitors are welcome at the Sheppard farm. Please make arrangements by letter or phone a few days ahead, if possible, so that we can arrange to give you attention when you arrive.

Prices on Baby Chicks will be found on Page 47.

Prices on Hatching Eggs and Stock now follow.

PRICES ON "FAMOUS" HATCHING EGGS SINGLE COMB MATINGS

Single Comb—Pen One

Headed by the handsome invincible male, Champion of all Anconas, Richard III, King of America. He won first as cockerel in the greatest of all shows, Madison Square Garden, where he again showed his quality, and easily won as cock, following year. Have mated him to a few of my best females. Will sell a very limited number of eggs from this remarkable pen at \$30.00 per 15.

Single Comb—Pen Two

Headed by General, pride of America. First cockerel at Madison Square Garden. Females are all high scoring birds, including first, second and third Madison Square hens.

Single Comb—Pen Three

Headed by Prince Renown, first cock, Madison Square Garden. Females are all choice high scoring birds, including all the females in first Madison Square pen and Madison Square pullets. Pens two and three are beyond a doubt the grandest pens of Anconas in America excepting pen number one. Will sell a limited number of eggs from these pens at \$15.00 per 15, \$28.50 per 30, \$47.00 per 50, \$90.00 per 100.

Single Comb—Pen Four

Headed by King George, first pen cock, Madison Square Garden. Females descendants of World's Champion Laying strain. \$15.00 per 15, \$28.50 per 30, \$47.00 per 50, \$90.00 per 100.

Single Comb—Pen Five

Headed by Major, second cock, Madison Square Garden. Females descendants of World's Champion Laying strain. \$15.00 per 15, \$28.50 per 30, \$47.00 per 50, \$90.00 per 100.

Pens Four and Five are mated especially for eggs and exhibition specimens combined.

Single Comb—Pen Eight

Headed by Billy, second cockerel, Madison Square Garden. Females are all choice high scoring birds. Eggs, \$10.00 per 15; \$30.00 per 50; \$55.00 per 100.

Single Comb—Pen Nine

Headed by Joseph, second pen cockerel, Madison Square Garden. Females are choice birds, including some of my Madison Square winners. Prices of eggs same as pen Eight.

WORLD'S CHAMPION LAYING STRAIN IN SINGLE COMB PENS, Nos. 40 TO 80

As we have stated elsewhere, you are practically sure to have excellent results with **any** Sheppard's "Famous" Anconas. The name "Sheppard" assures that. I have other pens that might produce more big layers than would a setting from these pens. Incorporated in it are males and females that are good layers. These pens have been selected especially for those who concentrate on the commercial end and wish EGG PRODUCING STOCK that is without an equal in America. Some of the world's greatest layers came from these pens.

Single Comb—Pens 40 to 80

Headed by large magnificent birds. Females are good, standard bred stock. Selected for egg production. Eggs, \$5.65 per 15; \$11.10 per 30; \$16.20 per 45; \$18.00 per 50; \$33.75 per 100. Prices on lots of 500 or more will be furnished on application.

ROSE COMB MATINGS Rose Comb—Pen A

Headed by the King of Rose Comb males, Victor. First cockerel, Madison Square Garden. Returned the following year and won first as cock at Madison Square Garden. Mated with a few of my best females. Will sell a few settings from this wonderful pen at \$30.00 per 15.

Rose Comb—Pen B

Headed by a grand male, Lone Star. First cock, Madison Square Garden. Females are choice birds, including first pullet and females in first pen, Madison Square Garden. Eggs \$16.50 per 15.

Rose Comb—Pen C

Headed by Champion, first cockerel, Madison Square Garden. Females are high grade birds, including first and second hens, Madison Square Garden. Eggs, \$16.50 per 15.

Rose Comb—Pens H to L

Headed by splendid cockerels, including third and fourth cockerels, Madison Square Garden. Females are all good stock, and good layers. Eggs, \$8.75 per 15; \$16.80 per 30; \$24.75 per 45; \$27.00 per 50; \$52.00 per 100.

GENERAL PRICES FOR BREEDING STOCK

Selected Breeders—Single Comb

Cocks	\$20, \$25, \$35, \$50, \$75
Hens.....	\$12, \$15, \$20, \$25
Cockerels.....	\$15, \$20, \$25, \$35, \$50, \$75
Pullets.....	\$12, \$15, \$20, \$25
Carefully Mated Trio.....	\$35, \$50, \$75, \$100
Carefully Mated Breeding Pens—4 females and one male.....	\$60, \$75, \$100, \$150

Selected Breeders—Rose Comb

Cocks	\$20, \$25, \$35, \$50, \$75
Hens.....	\$12, \$15, \$20, \$25
Cockerels.....	\$15, \$20, \$25, \$35, \$50, \$75
Pullets.....	\$12, \$15, \$20, \$25
Carefully Mated Trio.....	\$35, \$50, \$75, \$100
Carefully Mated Breeding Pens—4 females and one male.....	\$60, \$75, \$100, \$150

Utility Breeders—Single Comb

Cocks	\$ 12.00
Cockerels	\$ 9.00
Hens and Pullets.....	\$ 8.50
Trio—2 females and male.....	\$ 24.00
Pens—4 females and male.....	\$ 40.00
Pens—6 females and male.....	\$ 56.00
Ten females and male.....	\$ 87.00
Twelve females and male.....	\$102.00
Twenty-four females and two males.....	\$204.00
One hundred and five females and eight males.....	\$850.00

Utility Breeders—Rose Comb

Cocks	\$15.00
Cockerels	\$11.00
Hens and Pullets.....	\$10.00
Trio—2 females and one male.....	\$29.25
Pens—4 females and one male.....	\$48.75

Utility birds are bred from my best laying strain. If the bird does not qualify for a select breeder it is sold for utility bird. If it is eggs you want, the utility birds will not disappoint you. Many high grade birds are bred from my utility stock.

Trios—Single or Rose Comb

A \$24.00 Trio consists of one \$9.00 Single Comb male bird and two good Single Comb females.

A \$29.25 Trio is made up of one good Rose Comb male bird and two good Rose Comb females.

A \$35.00 Trio is made up of one \$15.00 male bird and two females of near the \$12.00 type. Splendid mating.

A \$50.00 Trio is made up of a \$25.00 male and two very choice females of the \$15.00 quality. This mating is intended to produce excellent stock.

A \$75.00 Trio is made up of a \$40.00 male and two \$20.00 females. This is a choice mating and mated to produce classy stock.

A \$100.00 Trio is made up of a \$50.00 male and two extra choice females. An unusually good mating.

Breeding Pens—Single or Rose Comb

A \$40.00 Breeding Pen is made up of four Single Comb females of good quality and selected with care, and are mated to a choice Single Comb male bird.

A \$48.75 Breeding Pen is made up of four Rose Comb females of good quality and selected with care, and are mated to a choice male Rose Comb bird.

A \$60.00 Breeding Pen is a mating that one can be proud of. A \$20.00 male bird is at the head of this pen, and I have mated to him four very choice females. This is one of the best values offered in pen matings.

A \$75.00 Breeding Pen consists of a choice \$25.00 male bird and four elegant \$15.00 quality females. You get quality in this mating. You can bank on getting a large percentage of very high class birds from this pen.

A \$100.00 Breeding Pen is made up of a male of the \$40.00 quality. Mated with him are four select females of the \$20.00 quality, and they are selected with care and for the purpose of producing high class birds.

A \$150.00 Breeding Pen is made up of a male bird of the \$50.00 quality, a bird that will make a good showing, and one that I know will more than please you. To him are mated four very high class females of quality, thus giving you a pen good enough to start a flock of birds as good as the best.

NOTE:—We do not crowd our breeders for heavy egg production at any time, as we prefer to keep the "Famous" vitality and to pass up the few additional Hatching Eggs or Baby Chicks that we could get by forcing. Which is an advantage for you—no matter what you buy, Eggs, Chicks, or Stock.

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4th EDITION OF
"\$4,223 PROFIT FROM A TOWN LOT IN ONE YEAR"

by H. Cecil Sheppard

This book—" \$4,223 Profit from a Town Lot in One Year"—fully discusses the experimental days of my business. It tells how to make a success of poultry—and how not to! In this book I advise how to make the most money from your chickens, whether they are Anconas or some other breed. A beginner could not make a better investment. Send a dollar bill or stamps at my risk.

One Chapter Worth Three Times the Money

Michigan—Think your Town Lot book is fine. Any one chapter is worth more than three times the price of the book.—L. B. S.

Instructive to the Beginner

Ohio—Your book is great! It is very instructive to the beginner especially.—C. H.

Book Worth 10 Years' Experience

Ohio—I will say this—I learned more from your Town Lot Book than I learned in ten years' experience.—W. H. C.

2nd EDITION OF
"A LITTLE JOURNEY AMONG ANCONAS"

by H. Cecil Sheppard

This book devotes itself to an interesting historical and development sketch of Anconas. It touches upon Ancona Achievements both here at home and abroad. And though it is a comprehensive text book, it is written in a chatty style. A single copy is a dollar; three copies for two dollars. (And I will sell both books to you for \$1.65).

For Students of Poultry

New Hampshire—I thought I knew Anconas, but the facts you put in your "Little Journey Among Anconas," proved a distinct supplement to my knowledge of the subject. I heartily recommend this to students of poultry husbandry.—M. A. C.

Couldn't Stop Reading It

Idaho—Received the "Little Journey" and found it very interesting. I never stopped reading it until I had read every word.

—H. J. T.

TEAR OFF THE BLANK ATTACHED TO THIS

Guarantee of Satisfaction

Send your order sufficiently early to be sure of best selection. All "Famous" stock is guaranteed to be exactly as represented.

Satisfied customers being among our greatest assets, it has been for many years, and is a definite policy of this organization to see that every purchaser is satisfied with his transaction.

Use This Blank Soon for Best Selection

STOCK

EGGS FOR HATCHING

BABY CHICKS

Date..... P. O. State.....

R. F. D. or Street.....

H. CECIL SHEPPARD

Berea, Ohio

Dear Mr. Sheppard:

Enclosed find (draft) (money order) (registered letter) (express order) for \$.....

Enter my order for shipment on or about.....
the following:

.....
.....
.....
.....
.....
.....
.....
.....

Name

Ship to—Express Office.....

Street or R. F. D. No.

County..... State

(Please write name clearly and give your address in full. If post office and express station are different, include both.)

State name of Journal in which you saw my Ad?

.....

MAKING MONEY FROM POULTRY

Making money in the poultry business (and extracting pleasure from it too) is largely a matter of getting eggs—and getting them consistently in the dead of winter, and early in the bird's life.

Consistent Laying

“Famous” Anconas have the egg-laying habit. Day after day they seek the nest. And it is this steady, every-day hammering away that rolls up the big records—records put up for other breeds to shoot at.

Winter Laying

In a way, this matter of laying consistently “takes in” Winter Laying. For cold weather ought to make no particular difference to a consistent layer—and it doesn't seem to with “Famous” Anconas! Regardless of the thermometer, they stick to the job. And it is in the Winter, remember, that eggs bring the best prices. Some of my customers have even told me that Anconas seemed to shell out the eggs faster in the winter than at other times of the year!

Early Laying

Early egg production also seems to be a pronounced Ancona characteristic. They soon begin to pay for their board and room—with fine, large eggs. Laying at a little over 3 months is, of course, rather unusual; 4 months is quite common; and 5 months is very ordinary.

I know of no breed that lays so heavily, that lays so many eggs in the winter time, and that lays so early in life! If you have found a breed that combines these three good laying habits, you've found a breed that will make you money!

H. C. S.

Just
One
More
Word!

If you have enjoyed reading this Book of mine, (and I sincerely hope you have) I wonder if you will be good enough to pass it on to some friend of yours who is interested in poultry. I'll be glad to send you a brand-new copy to replace this one. Or, if you prefer, just let me know the name—and I'll send one direct.

For I am anxious to spread the Gospel of these splendid **Winter Layers**. I am anxious to have more people know about these remarkable producers of **More Eggs at a Lower Cost**. I am anxious to "tell the world" about these **Beautiful Prize Winners**. I am anxious to have everyone make **More Money from Poultry**.

You can help—by passing the "good word" down the line!

Cordially yours,

H. Cecil Sheppard.

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