

Poultry

Proper feeding is the final of the three big essentials and, as explained in a previous article, is equally important as the other two. It is classed as the third big essential because it only becomes of value to the poultry raiser when the requirements of the first two essentials are met. Proper stock and faulty housing will make the best feeding method a farce.

Progress in this important essential has been very rapid the last few years and there have been many comparatively recent developments that have almost completely reversed the feeding methods of the old days. Much credit for this condition is due to agricultural colleges, the various experimental stations and reputable feed manufacturers, who themselves have worked hard and earnestly to produce a quality balanced ration that will increase egg production and at the same time maintain the health of the flock.

Scratch and Mash Feed.
There was a time when scratch feed was looked upon as the mainstay of egg production. It was the hen's only ration. It is surprising to note how common this impression is even today, despite the fact that a great amount of educational work has been carried on to disprove the utter folly of this theory.

That a good dry mash is a bigger factor in egg production than is scratch feed is acknowledged by all authorities on the feeding subject. And still people will go on feeding scratch feed only and blaming the fowls because the eggs that are laid hardly pay their keep. Perhaps they are like the man who came into my office to inquire my opinion in regard to how hens should be fed and after receiving it said: "Well, that may all be so, but I am going to feed my chickens just the way my father fed his when I was a boy on the farm." He could not grasp the fact that progress in this great world of ours had even enveloped the poultry business within its fold. I venture the assertion that this man did not make a success of poultry raising unless perhaps experience, the greatest teacher of all, led him to adopt modern methods. It is more likely, however, that he failed and went out of the business blaming the chickens, as so many other people have, when as a matter of fact the blame was upon him entirely. I have never found an instance of failure in poultry raising that a little questioning did not bring out the proof that the fault was that of the individual and not the birds. Bear this in mind when you hear some one say there is no money in poultry raising.

Maximum Egg Yield.
To gain anywhere near the maximum egg production of which your flock is capable, neither scratch feed nor mash feed alone will do the work. The one cannot do without the other, if eggs are to be secured. Fowls can exist better on scratch feed only than on mash feed only, that is certain. But it is the right combination of the two that brings results. The main function of scratch feed is to supply bodily energy and provide exercise, while that of mash feed is to supply the material that makes eggs.

In feeding for eggs, hens should be made to consume twice as much mash (preferably dry) as scratch feed. It may be difficult to do this if your hens have not been brought up on mash. To bring this condition about it may be necessary to lessen the amount of scratch you are now feeding. I have known of instances where it has been necessary to starve hens into submission to this system when they were not used to it. Once won, however, they took to it with a vengeance and a very noticeable increase in egg yield resulted. You cannot go wrong on the theory of depending upon a good mash ration for eggs.

Utilize Table Scraps.
The back lot poultry raiser can reduce the cost of keeping a small flock of hens by feeding table scraps along with the mash feed. To feed properly and eliminate any waste, table scraps should be ground into fine particles. The ordinary food chopper or grinder that forms part of most all kitchen equipments is just the thing for this purpose.

Ground table scraps are frequently mixed with the mash ration, particularly where it is customary to feed a wet mash once a day. I see no harm in the wet mash ration if it is not overdone. A feeding of wet mash once daily, say about 11 o'clock each morning—all that the hens can clean up in about 10 minutes' time—will, in my opinion, aid rather than hinder the productiveness of the flock.

In feeding table scraps, see to it that the fowls get them while they are fresh. Under no circumstances feed scraps that have been allowed to stand until they have become moldy or sour. Do not include coffee or tea grounds.

Value of Water.
Few poultry raisers realize the extent to which water influences egg production. And yet an analysis of the egg shows it to be almost three-fourths water. Fresh, pure water for

the layers is as important as food. The heavy drinker, usually, the heavy layers. Fowls like cold water in warm weather and warm water (not hot) in cold weather. Served in this way, they will drink more, and when one realizes the amount of water an egg requires it can be readily appreciated how important it is to make the water as tempting to hens as possible.

That is where the modern heated water fountain comes in for winter use and that is why it should easily pay for itself in a few weeks. Warm water in winter means more eggs if the balance of your feeding system is correct. Water should be kept before fowls continuously. Your responsibility does not cease here, however. Water must be as nearly pure and fresh at all times as that that you would drink. This cannot be done with open containers. It necessitates a covered fountain of some sort. Your poultry supply dealer no doubt has several different kinds of fountains that will fill the sanitary requirements I have outlined here. Don't make the mistake of thinking the modern sanitary drinking fountain for hens is a luxury. It is an essential in poultry equipment.

Grit, Charcoal, Oyster Shells.
Grit, charcoal and oyster shells should be accessible to fowls at all times. They will help themselves to all they require. Chickens have no teeth and utilize grit for this purpose. The grit grinds the food they consume and prepares it for digestion. Grit should be hard and sharp, and cubical in shape. Charcoal is an excellent aid to digestion, and, while little is consumed in the aggregate, if it is kept handy to the birds at all times they will peck away at it sufficiently to secure all that is required to keep the digestive organs in good condition. Oyster shells are very necessary, as they provide the mineral matter for egg shells. They are consumed much more rapidly than either grit or charcoal and a generous supply should be ever present.

My next article will continue the discussion of poultry feeding. (Copyright, 1920, by Earl M. Whitney.)

"Bad" Man Arrested After Fistic Battle

Robert Wilson, Sioux City, Ia., told police that he was a "bad" man and did not give a rap who knew it.

Wilson was arrested Saturday night after an automobile he had stolen collided with a street car at Twenty-eighth and Leavenworth streets. When arrested, Wilson had a revolver in his hands and an automatic pistol in the stolen machine. He threatened to shoot the officer if placed under arrest and it was only after a warm fistic battle that Wilson was subdued and lodged in jail, charged with grand larceny and carrying concealed weapons.

The car belonged to Florence E. May, 4816 Farnam street, and was stolen from in front of the Blackstone hotel.

During the cotton-picking season this year in Texas negro labor earned as high as \$20 per day.

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If your Hens Don't Lay You Are To Blame

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Low Profits and Big Sales

By PAUL GREER.

Popular opinion is sometimes wrong. Take the case of the somewhat prevalent belief that business profits come from selling goods at the highest possible prices. The fact is that the enlightened seller operates exactly on the contrary principle, and instead of endeavoring to push up the price, sells at the lowest price consistent with a safe margin of profit.

The business men of Omaha depend upon a rapid turnover and a large volume of business. That is how they are expanding their market throughout the middle west. Pitching prices too high, it is clear, would only attract competition from other cities and drive away customers, thus making it difficult even to make any profit at all in the future.

Good will is the basis on which Omaha does business. Here it is realized that if service is taken care of, profits will take care of themselves without much looking after.

It is the aim, of course, to make as much profit as can be done—not upon a single sale, but upon the total volume of business. As Omaha business houses—the factories, wholesalers, jobbers and retailers, extend their trade territory, handling ever larger quantities of commodities, their profit on each sale can be reduced, with a corresponding saving to the buyer, and without any diminution in the total profit—even with larger profits.

Good business men do not want to sell you something that you do not need. As Charles W. Gerstenberg says in his valuable book, "Principles of Business—"

"Any selling which is not based ultimately upon the consumer's needs and wants must shortly prove to have been unprofitable. When the producer sells to the dealer, for example, it is not enough that the dealer should have thought that he needed the goods. The dealer may have overestimated the demand, or may not have understood thoroughly the nature or quality of the goods. The only safe basis is the actual need of the consumer, and the producer cannot escape the responsibility which rests primarily upon him to determine the need—for he knows, or should know, better than anyone else, the nature of his goods and their inadequacy to supply the consumer's needs."

Business houses that are on the ground naturally are in closer touch with the requirements of this district than those that are situated at a distance. However good the intentions of eastern concerns, they are unable to gauge the needs of the consumer and the suitability of their goods to market needs with the exactness of Omaha business men.

Trading at home has more to back it up as a good thing than merely the pleasure of keeping the money circulating among ourselves. Distribution costs are cut through lower freights, and the seller feels a closer sense of responsibility to his customer.

A great many Omaha businesses have developed personalities of their own. Their name on an article has come to denote substantial quality and uniform standards of service. When you buy from them you know what you are getting, and that it will fill your need.

Sometimes we may need a thing, and yet not want it, or not know that we need it. Advertising is the means of reaching this situation. Local dealers can see your needs, and awaken you to them. Thus, it may occur now and then that we may thank the salesman for selling us something that at the time we did not want and did not know we needed.

Insurance is likely to be one of these things, or eyeglasses, or certain kinds of food, or warmer clothing for the impending cold season. Man's needs are numerous, and his wants infinite, but Omaha stands ready to supply any need, and that at a price based on reason and justice.

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