

There is no guarantee, however, each hunter being responsible for his own performance of his own dog or dogs, in case a hunter prefers to bring his own dogs with him. If so, it should be kept in mind that the operators of the area cannot be blamed for birds "spooked" by untrained dogs. Therefore, hunters should be expected to cooperate with the operators in this regard.

Six times 288 hunter-days is 1728 birds, which is the number they will require. But the shooting area undoubtedly will not operate up to capacity at all times, so they plan on 1500 pheasants. Their prospectus, therefore, reads as follows:

Revenue: 288 hunters at \$25 a day equals \$7200.

Expenses: 1500 pheasants at \$2 each equals \$3000.

Earning Potential: \$4200, or \$2100 apiece, less incidentals.

"Incidentals" include the annual fee required for the operation of a controlled shooting area; the cost of feeding two or more dogs; small equipment for converting a farm wagon into a shooting wagon. A flat charge can be made for a "hunter's lunch" cooked family style by the farm-

ers' wives, or sandwiches, pie and coffee sold a la carte to those shooters desiring them.

Ability of intelligent operators to produce mature pheasants for \$2, all costs included, has been verified by expert technicians, provided no labor costs are involved. Current prices for day-old chicks are from 35 to 40 cents, depending upon numbers purchased. As the birds approach maturity, up to 90% of their feed can be grown on the average farm in the form of field corn and other small grain. Total costs per bird, exclusive of amortization of equipment, should not exceed \$1.75. The additional 25 cents should amortize all necessary pens and brooders, especially if construction work is done by the farmers themselves.

Assuming that "Farmer Smith" and "Farmer Jones" themselves will construct the necessary holding pens for pheasants and the smaller brooding pen, only material costs are included in the initial expenditure required to raise and hold birds for controlled shooting. If 1500 birds are liberated each year, with an allowance of 25 cents per bird for amortization of original investment, \$375 can be charged off each year, or a total of \$3750 in ten years.

Left: The ultimate thrill in pheasant hunting! "Mr. Chips," a Brittany spaniel, is pointing a pheasant while standing knee-deep in water. "Doc," a pointer, honors his brace mate's find in lordly fashion. Needless to say, bird was added to the bag.

Right: At the Nilo Kennels on the Nilo Farms, National Retriever Champion King Buck is head of the string of Labradors, Brittany spaniels, Weimeraners, pointers and setters that are used for pheasant and duck shooting, in addition to competing in many various field trials.

