

THE PROGRESSIVE FARMER

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THE SOUTH IS THE IDEAL POULTRY COUNTRY

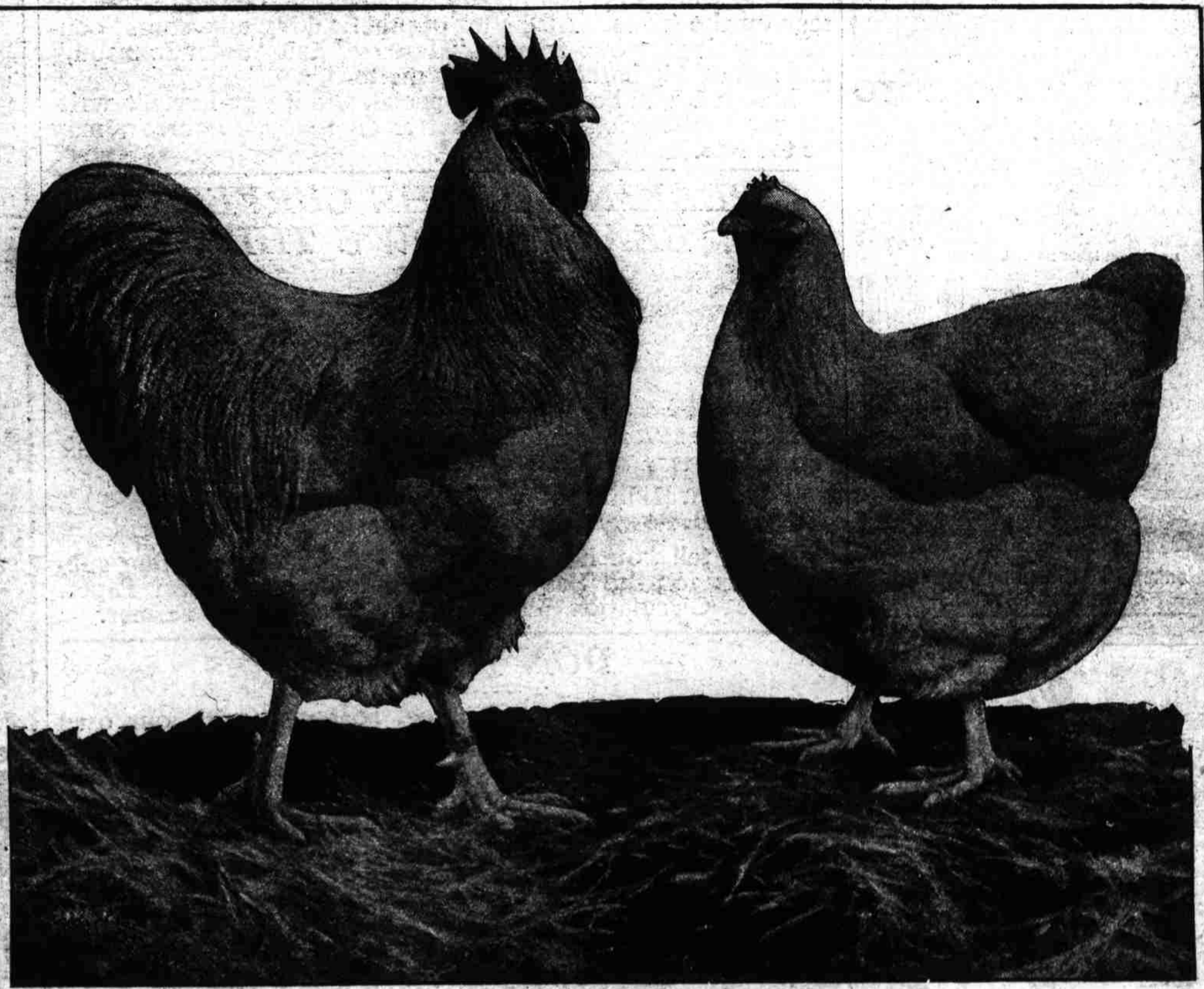
YES, we believe that, and can give our reasons for the faith that is in us. We believe it is the ideal poultry country simply because it has the natural advantages of good climate and abundant feed crops with good local markets and easy access to the centers of population. It should need little argument to convince any fair-minded person that a section in which the open-front house is admittedly the thing and in which a green feed crop can be kept growing for the fowls to range on every month in the year is a better place to raise poultry than a section where careful protection from cold is necessary and winter-growing crops unlooked for.

We have the natural advantages all right; but somehow or other we don't make the most out of them. Other sections raise more poultry and better poultry and sell what they raise to better advantage. In the New York market reports Southern eggs are nearly always at the bottom of the list. There is evidently something wrong somewhere.

We have an idea that a partial explanation, at least, is to be found in the fact that we have not studied the poultry business. We regard it as a small thing, too little for a farmer to monkey with; or else when we decide that there is money in it, we regard it as so simple that it is not necessary to study it much, and so plunge right in—and pretty generally make a failure.

The South is the ideal poultry country; and we believe that poultry raising will one day be one of the South's most important and most profitable industries. To bring this about, however, Southern farmers must get rid of their scrubs and of their passion for crossing breeds; must learn how to feed and care for the fowls; must learn of the virtues of fresh air, cleanliness and constant attention; and must study the problems of marketing poultry—as well as those of raising poultry.

Some are doing these things now and getting well paid for it. Many others would be paid just as well if they would give the same thought and care to the business, and there will never be a better time for anyone to begin than this spring. Then why not start in right now, to utilize the advantages you have by raising "better poultry and more of it"?



A PAIR OF BUFF ORPINGTONS

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