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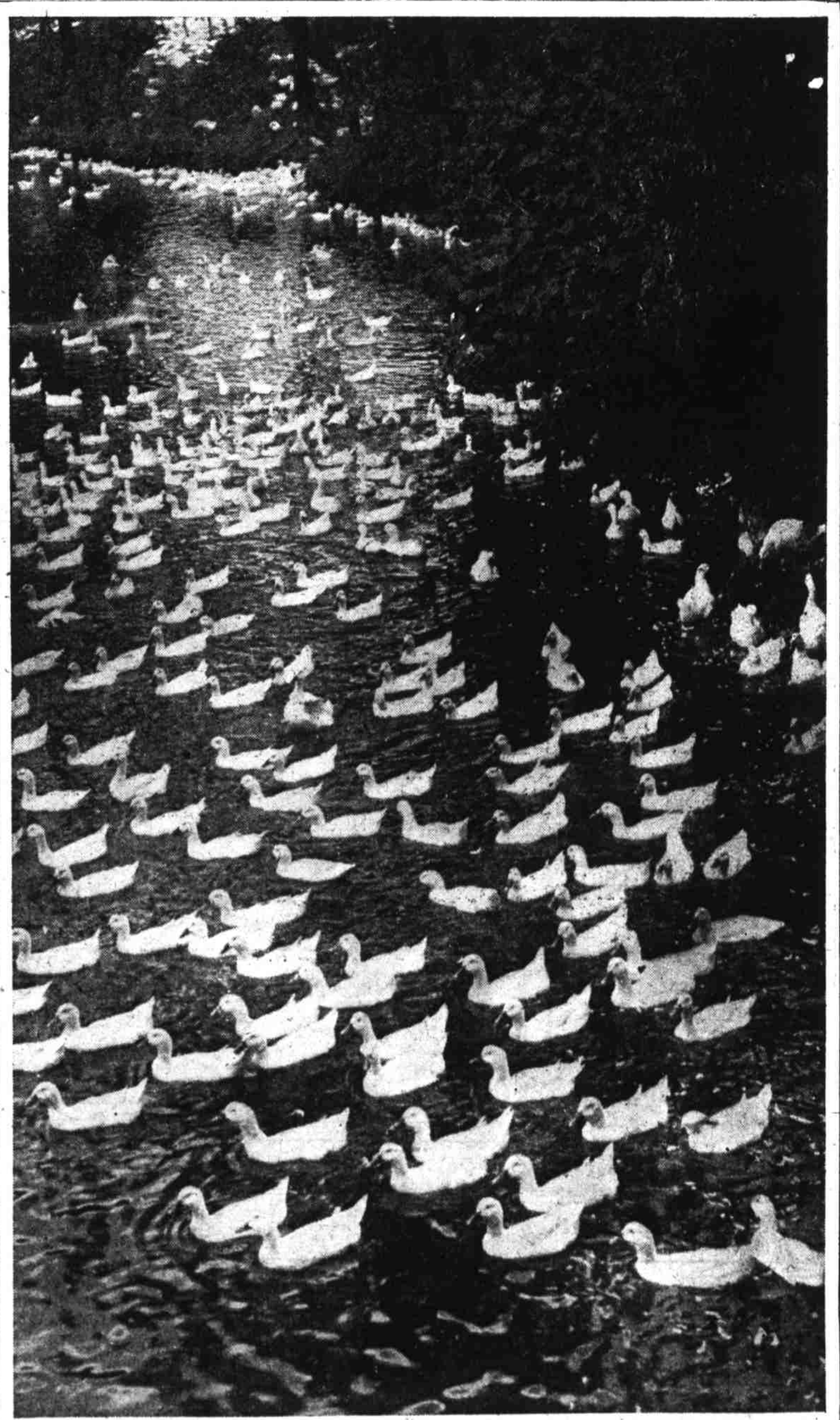
100 HENS PER FARM—100 EGGS PER HEN

WITH poultry and poultry products at record prices, too many Southern farmers are missing an opportunity for easy profits. Eggs are bringing 40 cents or more at practically every cross-roads store and 50 to 60 cents in the larger towns, yet we are not supplying the demand.

We don't advise the average farmer going into the poultry business exclusively; but we are certain that any farm without sufficient poultry to convert its wastes into meat and eggs is not properly equipped for making maximum profits. In the North and West, a flock of 150 hens per farm is not considered too many, and here in the South we should certainly aim at a minimum of not less than 100. Not only this, but we must, by better breeding and better feeding, make each hen average at least 100 eggs a year, instead of the present average of 75 or less.

One hundred hens each producing 100 eggs a year—let's see what this will mean. It will mean 10,000 eggs a year, or 833⅓ dozen, worth, at 25 cents a dozen, \$208.32. This is an average of \$17.36 a month—a sum sufficient to buy all the flour, coffee and sugar needed, with a goodly sum over for other expenses. Of course all this will not be clear profit, but where the flock is rightly managed, much the larger part of it should be. Another thing, we believe this production can be attained without impairing or hindering the production of other crops.

1918 is a year when farm production must be pushed to the utmost. Every acre, every man, woman and child, every cow, pig and chicken, all must do their part. In doing this, let us aim at not less than 100 hens per farm—100 eggs per hen.



"HELPERS OF HOOVER"

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