TO MAKE MONEY WITH SQUABS
THIS IS THE BOOK FOR WHICH YOU SENT THE REQUEST
PUBLISHED BY
Plymouth Rock Squab Company
MELROSE HIGHLANDS MASSACHUSETTS
FOUNDER OF THE SQUAB INDUSTRY IN AMERICA

ELMER C. RICE TREASURER PLYMOUTH ROCK SQUAB COMPANY
FOUNDER OF THE SQUAB INDUSTRY IN AMERICA
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WHEN I was twenty-two years old and was working for my father on the farm at very moderate wages, and was thinking of buying a farm for something that would pay better, I happened to learn of the squash business by my father going to a town where a man had quite a pigeon business.

He came home and told what he saw and heard and I became very much interested. This was in December, 1909. I looked over some magazines till I found an advertisement of the Plymouth Rock Squash Company. I sent for the manual and after reading about everything I ordered six Carneaux. They pleased me so much that I forgot all about leaving the farm but wanted more pigeons. Then I sent to the Plymouth Rock Squash Company for six pairs of their best Homers. I still have the original six pairs and they have been a good money maker these five and four years. I was much pleased when the young began to hatch and grow. I kept the squabs the first year, or till May, 1911. Then I sold them to a man on short squabs. I used that profits I built an addition of two units and filled it with young pigeons.

Then next year I built another addition, and one unit of 1913, and that brings the total number of pairs that I have raised over the years amounting to thirty-nine pairs more than the few pairs of Homers and Carneaux that I started with.

I kept on selling squabs and next year, 1913, I built another pigeon house fifteen by sixty feet and kept young pigeons to fill this building except I sent to the Plymouth Rock Squash Company for pigeons, the best Homers I could get. Later I bought fifty pairs more of Homers. The next year I built another addition of forty feet which made this building fifteen by one hundred feet, and then I bought a few more Homers. I have sold some squabs to private trade, but this is too much bother as I am only a country some distance from the city so I prefer to sell all in one day, put them in a barrel with ice, and send them to a commission firm in Chicago, which is about one hundred miles west of my town. This year I have not put any building, but in the spring of 1915 took a trip to California to see the expositions and let the pigeons pay all the expenses. It was an enjoyable trip for I was glad to get back to Indiana, where I could take care of my pigeons again, and they have been doing good work, too, this summer.

Since I am making a good thing with the birds I have no desire to leave the farm and try something else. Here are the figures as taken from my books which show the number of squabs sold each year and the price received: 1911, 702 squabs $177.45; 1912, 1912 squabs $541.54; 1913, 830 squabs $1,486.60; and this year till September 1, 4652 squabs $1264.90; and today, September 2, I sent 234 squabs to Chicago. All there is to it, is start with the right kind of stock and information.

I Like Farm Work Now That I Am Making Money by Breeding Plymouth Rock Homer and Carneau Squabs

BY W. O. BUNCH

I MANAGED a squab plant of 1500 birds, and seeing the great opening for another plant I decided to start myself. I did not have much capital, so had to start small. I bought seven pairs of Plymouth Rock Carneau February 7, 1914, and have to date (August, 1915) 150 mated pairs and twelve odd cocks.

On March 15, 1914, I bought twenty-five pairs of Homers, and these one hundred pairs and have sold $175 worth of squabs.

With my small flock I cannot supply the demand, so have to help me three others also having small flocks (whom I got to start), who send me all their output at $3 per dozen alive, and I still have been doing business. In this way I have had little trouble my squabs have been compared with my chickens I say by many squabs for me. The coops I have been using are made from piano boxes but I intend to put up a large house this fall. I have had not more than two sick birds all this year.

When I was managing the squab plant of 1500 birds, I could see there was plenty of room for another. The people I worked for shipped most of their squabs to Chicago. With my present stock of 250 mated pairs I must say I have done better than I ever thought I would. I have been short on several occasions this summer, notwithstanding I am building all the squabs the three others have, and to the best of my abilities we fill the market. Homers and Bunch, which gives me a total of 314 squabs per year. My squabs sell for $3 per dozen alive. I have not sold a squab for less than $3 per dozen this year. I collect the squabs from the squab pens and deliver them to thesquab commission company.

Two dollars per hour are good wages, but next year I hope to have a flock large enough to supply all my trade. I live near three of the best hotels in the city and have three up above the county, Macatawa and Wanzkoo, and not only had the business this summer but I have the promise of a great many to take my squabs and eggs for the winter and will let me know when to send as soon as they get back to the city. They say they never have tasted squabs with such a nice flavor and plum and have always complimented me on the way I clean them.

I Used to Be a Hired Man but Now I Work for Myself Breeding Plymouth Rock Squabs

BY GEORGE CABALL

WHAT I DID IN FIVE YEARS WITH FOUR PAIRS (by J. W. Murray). The evidence in Rice's National Standard Squab Book convinced me that with good judgment and plenty of sand in the squab business. I bought four pairs of Homers to try my luck, December 14, 1908. I finished off a loft in my shop chamber to accommodate about thirty pairs and put them in. It didn't cost me a cent. Thereafter I will raise the best squabs. At the end of the first year I had nine pairs.

The next year I increased my flock to fifty pairs. I converted the lower part of my shop into a pigeon loft, making room in the front end to accommodate about fifty pairs, with another smaller room to place in the rest of the space for a grain room and small coops. At present (February, 1914) I have one hundred ten pairs. Last year (1913) I sold $350.30 worth of squabs. I paid $200.00 for grain, leaving a balance of $140.30. My whole plant, including yard, occupies a space of 20 by 28 feet. From the time I commenced until December 17, 1913, I sold 333 squabs.

GOOD FLORIDA MARKET (by William A. Beeler). I bought three pairs of Plymouth Rock Homers in April. After giving them three months' trial, I ordered the younger in, leaving the rest of the space for a grain room and small coops. At present (February, 1914) I have one hundred ten pairs. Last year (1913) I sold $350.30 worth of squabs. My whole plant, including yard, occupies a space of 20 by 28 feet. From the time I commenced until December 17, 1913, I sold 333 squabs.

SOUTH CAROLINA MARKETS BARE OF SQUABS (by Clif. W. Jones). Three large hotels in my city claim they do not place eggs on the market due to sickness of birds of this kind, at the same time they have no way of getting them except to ship in from some other point. They can only get a few sometimes from local breeders for special occasions or special orders. Six or eight cates never serve squabs because the meat markets do not handle them and no one has offered to supply them regularly. All of the hotels and cafes claim they would buy good squabs regularly if they could find some one to supply regularly, some one on whom they could depend. The city hospital uses some squabs but I do not think it necessary. I use about one hundred and fifty miles. In my judgment there is no better business that this as long as there are more than the squabs for sale. I have been looking for some one to furnish the squabs regularly and place them at the markets. Any one could easily work in a nice trade selling direct to the consumers, hotels and the cafes as well as the hospital.
I have bought for my start the extra Plymouth Rock Homers from the Plymouth Rock Squab Company. During the months of April, May, June and July (1915), I have been getting from thirty-three to forty-five squabs per month, or an average of nearly five per day. However, since last March the average number of nests in the house, containing eggs and squabs, has been forty-three. One pair raised seventeen squabs in 1914, besides three pairs of eggs I took from them to put under another pair I have that lay soft-shelled eggs.

Regarding my methods I follow the instructions contained in Rice’s manual as closely as poss. The average cost of feed is $2.75 per hundred. They get peanuts once a day when I feed my own mixture and I find they give excellent results.

During the fall and winter months I have local customers (South Carolina) who take all the squabs I can supply, but when spring came I had to depend on other sources. I therefore increased my feed supplies, and the price of the $2.75 per hundred. I have six hundred pairs of A No. 1 Homer breeders and a hundred and fifty pairs of Plymouth Rock Carneau, but give me the Homers. I am now receiving for eight-pound squabs $4.20, nine-pound squabs $4.90, ten-pound squabs $5.30, eleven-pound squabs $5.65, and twelve-pound squabs $6. I have had seven years’ experience in feeding squabs. I have a fine market in Chicago and get paid for my own grading. I ship to the Associated Squab Supply and Distributing Company. My Homer squabs run from nine pounds to twelve pounds to the dozen and I shipped last year $4,400 worth of squabs to one man; but this year I am receiving one dollar more on the dozen than I did last year this time. I am building a new house for six hundred more birds.

WISCONSIN MARKETING (by W. E. Merten). On seeing a marketman, W. J. Fenelon of Waupun, I learned the following about the squab market. He can easily dispose of all he can get at the rate of five dollars to seven dollars a dozen, depending upon size and quality which are generally above a low average. He claims it is very seldom he cannot obtain many squabs in the winter, in the severe months. At present (April) he did not have any squabs, although he had calls for them and would like to obtain some.

SOLD IN BAY CITY (by Oliver Castleton). I feed only the best grain and find it pays. When I went to market my squabs I found the Baltimore market not well developed. I have now a market in the Bay City bunch at $1.50 a dozen alive.

HOW I WAS LED INTO SQUAB WORK BY $5.50 (by T. F. Wilkie). In the early part of 1912, while on a trip, I ran across a man who was raising squabs, and I asked him about them, and he told me that there was money in squab raising. I came home and never thought much about it till one day while at work the idea of raising squabs came upon my mind insistently, and I said to myself, "I am going to buy a few pairs of Homers and try them." I purchased fifteen pairs from a man a few miles away in the country. I had a vacant horse stall in my yard, and put a floor in it and built a small pen against the wall. I fed and watered them twice daily for six months. I did not have much time to do more than that, and I had to support the house. I found the increase came so fast that I had to have a bigger outfit. After the birds were in there six weeks, I had a nice lot of squabs on hand, and I thought I would increase my business. I purchased two more pens and bought eight hundred pounds of grain from the same man, and I also ordered twenty-five pairs from the Plymouth Rock Squab Company. I had three hundred squabs in the new houses before they all went to work, and then I started in to ship squabs fast. I figured my feed bill and the prices I could receive for my squabs and I found that the production of this number of squabs could be delivered to them by 2.50 P.M., and that I guaranteed the squabs to arrive in first-class condition. I quoted them $1.25 per dozen and they ordered their order. I have shipped over forty squabs during this season, which is as many as my plant produces per month. I am able to fill orders from part of their order. On one occasion during this delivery week they sent another order for three dozen which I filled by calling on some local breeders for help. When three dozen are shipped to a point in the west, I pay the forwarding agent delivery stamp, an amount of only fourteen cents per dozen. The squabs are kept on ice as near train time as possible, and then there is no risk on the box from ice box bribery. I have delivered hundreds of newspapers. From the time they leave the refrigerator until delivered at destination is just about six hours, and as the hotel has never kicked they must arrive O.K. I therefore receive nearly one dollar per dozen more than I can get locally and at the same time disposal of the entire output to one customer. I might add that at the time I wrote this I had sent practically the same letter to two other houses located in different cities, and received replies from both stating that they did not use squabs during the summer but would be glad to take the matter up with me further in the fall.

I am a firm believer in a straightforward letter, stating facts, as an advertising medium, and am confident that if I had a larger plant I could dispose of all the squabs to large hotels at much better prices than I can get locally.

I PREFER HOMERS, AFTER SEVEN YEARS’ WORK (by J. B. Beckman). I am going to write and let you know a few things about the extra Plymouth Rock Homers and that is this: I wouldn’t give them for all the other breeds. I now have six hundred pairs of A No. 1 Homer breeders and a hundred and fifty pairs of Plymouth Rock Carneau, but give me the Homers. I am now receiving for eight-pound squabs $4.20, nine-pound squabs $4.90, ten-pound squabs $5.30, eleven-pound squabs $5.65, and twelve-pound squabs $6. I have had seven years’ experience in feeding squabs. I have a fine market in Chicago and get paid for my own grading. I ship to the Associated Squab Supply and Distributing Company. My Homer squabs run from nine pounds to twelve pounds to the dozen and I shipped last year $4,400 worth of squabs to one man; but this year I am receiving one dollar more on the dozen than I did last year this time. I am building a new house for six hundred more birds.

MARKETMEN DON’T WRITE MANY LETTERS. Don’t expect your marketmen to take half hours off to write letters to you. They get letters every day from skeptical prospects who want to know if it is really true that people eat squabs and if they will really buy a dozen squabs a week at 1.50 cents each. They get the waste-basket where they belong as soon as opened. The marketmen also advertise for squabs by writing the name of the producer conducting a correspondence, but for the purpose of getting squabs and paying for them. If you realize that you are dealing with business men, and men business yourself, kill your squabs, cool them, pack them in ice in a box and ship them to one of these men, sending an invoice by mail and putting in a duplicate invoice inside the box in a stout envelope on top of the squabs. You will be paid for them at the rate of $4 to $5 a dozen. This will introduce you to the traffic and you will be told what to do by your consignee if you have made mistakes in shipping. Be sure you talk with your express agent and ship at the low rate as a "general special" with twenty-five per cent off the weight for ice and you will be surprised to see how cheaply the transportation will figure to a distant point. Don’t worry about your local market for squabs. Get into the habit of killing, packing and shipping regularly to the cities, where they are so anxious to get squabs that the firms there advertise continuously for the same.

IMPORTANT SQUAB SECRETS

THERE is a very important secret given in our cloth-bound one dollar Manual. It is found on Page 231, with further explanatory text on Page 108. It tells how to breed fifteen pairs of squabs from any one pair of pigeons in one year, hatching only the eggs of the largest birds. By this method a few pairs of the largest Homers or the largest Carneau may be built up rapidly in the stock. Instead of waiting for the pigeon to grow to the mature age of six months before accepting or rejecting it, the pigeon is kept for the purpose of giving the eggs and the pigeon is mated when the egg, if from a good bird, is worth a little more labor and expense. No small or otherwise undesirable breeders are allowed at all. The poorer birds do the work of the better birds, and the weaker do the work of the strong. The Manual is not to be disclosed, so that anybody can follow it. It is a simple matter of following the instructions and the Dry Squab Method applied. This method is invaluable to any body breeding pigeons of any kind. Don’t waste feed and time raising poor birds. Head an intelligent squab grower to handle eggs for you. I give you this in the egg, in the Manual and you shall be able to follow it in the management of your flock, if you start small with the intention of breeding your own birds. You will have a valuable flock in record-breaking time.
Why It Pays to Start with Best Stock

How I Earned Over One Thousand Dollars with One Pair of Plymouth Rock Pigeons

BY E. P. THARP

I N the spring of 1908 I purchased one pair of imported Belgian Carneaux from Elmer C. Rice, the father of the squab industry. They were as fine pigeons as one would wish to see and went to work immediately. I gave them the best of care and feed and they proved to be the best of breeders. In 1909 I exchanged sixteen of my acquaintances to try them and in a short time I could not supply the demand. I sold that year over $150.00 worth of squabs. I have obtained six dollars a dozen for all that I have ever sold and find a good demand for them here in Northern Indiana. My health has been failing ever since and I decided to sell my flock, which was an easy matter. I received the topnotch price for them. I have just disposed of them but am lost without my birds.

I assure my brother squab breeders that if they get their stock from the Plymouth Rock Squab Company and feed the proper kind of feed and give their birds the proper care they will never fail in pigeon and squab culture. I intend if health permits to start anew in the spring and am going to put in a pen of our friend Rice's Extra Plymouth Rock Homers. I know they are right or he would not say they were.

I know of no business today for a man or woman to go into for quicker return for their money than some Plymouth Rock pigeon stock for the squab business. In Rice's Manual, "The National Standard Squab Book," you have the necessary instruction in a nutshell. I followed it to get my results. I am an old railroad man (over sixty years old). I have realized over one thousand dollars from that one pair of Plymouth Rock Carneaux and their offspring. I have had very poor health for the last four years and had come to the conclusion to give up the business, but I am improving and have the squab fever again worse than ever. I would not take a thousand dollars for my experience that I have gained in the business and I have no one to thank but Elmer C. Rice for my success.

For prices of our pigeons, see this catalogue, pages 23, 24, 25, 26. Mr. Tharp paid six dollars for the pair of Plymouth Rock Carneaux bought of us which did such splendid work for him as told above. Our Extra Homers sell for less money and breed as well as the Carneaux and are preferred by many.

Eight Pigeons Bred to 164 in One Year

BY JUDGE Ocie Speer

I AM one of the justices of the Court of Civil Appeals for this State (Texas) and my interest in pigeons and poultry is purely for diversion, and I must say I have found it most interesting. As between pigeons and chickens, I am decidedly for the former. This conclusion has been reached after a very thorough comparative test, for one season, at least. During the past spring I have expended nearly two hundred dollars in incubators, coops, chickens, eggs, oil, and feed. I have set nearly two thousand eggs, hatched nearly one thousand chicks, eaten only about twenty, and now have, of all ages, only about one hundred. They began dying immediately after they were hatched — indeed, hundreds of them made greater haste, and died in the shell — and those that didn't die of bower trouble waited to die of sore head and roup. I have fertilized my kitchen garden with their decaying carcasses. I have tried all the remedies, from coppers to carbolic acid, and fed everything from hraan to alfalfa. I have all the chickens I want — in a Pickwickian sense. I have eaten more broilers and had more pies from my pigeons than from all my chickens.

I started with four pairs of Carneaux. They were well mated, hard at work, and which pretty likely birds. This was in 1911. I kept a strict account with this pen, noting every egg laid, when hatched, and every other fact which could be of any account in my experiment.

The paint on my pen was hardly dry before the little flock had outgrown their quarters, and a new home was provided. Of this new plant, if I may use such a pretentious word, I am very proud. It consists of a series of five units, each six by ten feet, nine feet high in front, and eight feet high in the rear, with flies twelve feet long in front, and small flies five feet long in the rear. These front flies are finished in pergola style and have an ornamental appearance in my back yard. I have set vines which I expect soon to cover it like a trellis. The back flies are simply many back yards for the youngsters of each pen. The layout will accommodate comfortably two hundred birds, or twenty pairs to the pen.

Once in their new home the Carneaux took on new life as though they understood they were expected to fill it. In twelve months to a day this is what the pen contained: Sixty-four mated pairs, thirty-six youngsters and squabs, and forty eggs under hens, or a total of one hundred and sixty-four Carneaux. This I consider a very fair showing for the productiveness of that breed, when it is remembered that the usual train of bad luck attended my experiment. A good number of eggs were accidentally broken, some squabs died either from accident or disease, I lost some time with two cocks that foolishly tried to mate up, many of the eggs from the young pairs were not fertile, and there were other little hindrances, of all of which I kept due account on my record. But forty birds to the pair from four pairs in a twelvemonth is not so bad after all, for an amateur.
WHY SELL FOR LESS WHEN YOU CAN GET $8.00 LIKE THIS?

How I Sell Plymouth Rock Homer Squabs as High as Eight Dollars a Dozen

BY KARL C. JURSEK

I STARTED in 1910 with a small flock of the extra Plymouth Rock Homers and bought more from time to time as I was able to pay for them out of squash earnings. At that time, in fact from 1903 on, I was in the employ of a Boston concern selling roofing and coal-tar products. I was a road salesman and also a bookkeeper. I did not give up that position until January, 1913, by which time the squash plant had demonstrated to me its excellent earning power. For two years I saw the birds only occasionally and in my absence my relatives looked after them.

I have 480 pairs of breeders now in nine units, all the extra Homers except twenty-five pairs of Carneaux. Most of the Homers are the original birds as purchased from Mr. Rice. This flock has earned a net profit of ninety dollars a month for the past six months, and by this I mean a profit after deducting every expense, including my own living expenses. My squabs weigh nine to ten pounds to the dozen. I am receiving $6.25 to $6.50 a dozen now (November 24). I received $8 and $8.50 a dozen last winter for eight dozen. That was high-water mark. Last December I paid $7.75 a dozen. Prices were down lowest last July and August, when I received $3.50 a dozen from family trade and $4.75 from clubs and hotels. The minimum price for 1913 was $4.75 a dozen. I sold fifteen dozen at that price. For the whole of 1913, up to date, I have received an average price of $5.35 a dozen. It has cost me $1.87 a dozen to produce these squabs, so each dozen I have had a margin of $3.48. I am raising two pairs of young pigeons not producing and am operating these at the expense of the others in anticipation of their future earnings. From August 1, 1912, to July 31, 1913, my Homers produced 615 pairs of squabs to each breeding pair.

My prices are better than those obtained by most squash breeders because I have given more thought and effort to the selling instead of the breeding. I had to leave school and go to work eleven years ago, when thirteen years old, but I made up my education later by night school and by my own library. I learned the importance of knowing how to sell goods by experience. Selling squabs came easy. When I was about to have some squabs ready I took the Pittsburgh Blue Book, which is a sort of social register of the city, giving the names of the well-to-do families, the clubs their members belong to, and facts of that nature, and copied a list of desirable prospects whose men folks were doing business down town. I would call first on these men at their offices and make an appointment to show squabs at their homes to their wives or cook. In this way I made business connections with the Patterson family, the Caseys, Childs, Hunters, Porters, Reinwalds, Ors, Logans. In making personal visits to women prospects, I would suggest sometimes that they feature a squash luncheon or tea as a novelty and I found this suggestion eagerly adopted by those who did much entertaining. For such an event they would order one or two dozen and always at a price fifty cents a dozen higher than the best prevailing price in order to get a uniform lot of squabs so that each diner would have on her plate one as good as her neighbor. My small brother deliveries by truck, and he would invariably come back from a trip with a story of how pleased the woman was with the size and appearance of the squabs. After that, when ordering, the price never would be asked. In fact, that is true now of all my customers, including the clubs and hotels. They are pleased with the quality and my bills never are questioned. All of my trade, with the exception of two hotels, pay on delivery of the squabs, mostly by check on account of the woman of the house. Last April I started to send out to all my customers a monthly card of prices, but one month’s mailing brought in more orders than I could handle, so I dropped that plan. I could sell to my present list of names of squabs from ten plants the size of my own. They are calling me up now for Christmas and New Year’s deliveries and urging me not to disappoint them. During the past two weeks I have been obliged to turn down one Christmas order for fifteen dozen, another for eighteen dozen and a third for thirty-five dozen.

The Pittsburgh trade had become accustomed to rather poor squabs. I found considerable prejudice against squabs among

women who said squabs “had no meat on them, were not large enough for a meal, were dry and tasteless,” etc. They had been eating old pigeons such as boys catch in the streets and sell for fifteen cents apiece and also small or dark squabs frequently shipped from cold storage. The large size and juicy eating of my squabs at once overcame such prejudices.

My customers pay me but a trifle more than they are accustomed to pay the marketmen. My squabs are not known as high priced and I am careful not to get the reputation of being high priced. Once a week I call at the markets down town and find out their prices and I base my quotations on such figures, always keeping a little above them. The quality of my squabs is always sufficient to justify the increase. I know from what I have seen of the Pittsburgh markets that many breeders are selling squabs equally as good as mine for much less money. Dealers, when I quote $6 a dozen to them, will tell me of shippers to whom they are paying $3.50 to $3.75 a dozen, and they have shown me the invoices as proof and on the invoices I have recognized the names of Ohio and Pennsylvania breeders, but that never has influenced me and I never have found a dealer in need of squabs who would not pay my price if I could supply him. Let the breeder create enough family trade so he can dictate to the dealer as to the proper price for squabs and you will see the general market going up by leaps and bounds.

ONE OF THE SQUABHOUSES

Mr. Jurske and his small brother (who delivers the squabs to customers) are in the foreground.

My plant has cost me $225. I have never used my savings or any part of them, outside of the original pigeon purchase, but I have let the squab earnings enlarge the plant. As I am giving my time now to squabs, I erected my last squabhouse myself. I am going to put up another soon, and by this time next year I should be housing eight hundred pairs of breeders. I am going to leave this plant as it will be for my father to attend, and for myself build a new and larger plant in the city and sell the output of both.

No practical squash breeder should spend his time experimenting with crosses. We have in the pure breeds the successful squash plants. I like the Homers better than the Carneaux because I think they are harder from their generations of breeding and use for flying races. In the case of Homers such as mine there is not enough difference in the weight of the squabs to make a talking point.

The grain I am feeding costs me $2.15 per hundred pounds and my figures as to profits are based on that.

If everybody interested in squabs could look at them from the selling end with the same eyes I do and realize the possibilities of squabs properly marketed, there would be some lively times in the squash industry. As it is a daily grind for me to keep the best away.

The methods of personal solicitation I have used are nothing new in other lines of goods, but few squash raisers use them. I like to get out and see people and talk squabs to possible customers. In some cases I will clinch the argument and make a sure customer by offering a gift of a sample squab to show quality. The methods I am using in Pittsburgh can be used in any city or large town. Go after the able-to-buy folks. Don’t sit on the grain bin and expect them to solicit you.
HOW I LOST ONE JOB BUT FOUND A BETTER ONE WITH SQUABS

BY J. E. ROSS

IN May, 1910 I purchased thirteen pairs of Extra Plymouth Rock Homers from the Plymouth Rock Squab Company, and as it is more than a year now since I received them, I thought you would like to know what they have been doing and what I have been doing.

The birds arrived on a Saturday afternoon, and by Friday of the following week twelve pairs were sitting on eggs, and they are still at it. From the original thirteen pairs I have raised one hundred pairs of the finest birds that you would want to look at. I have not lost any old birds, nor have I any sickness in the flock, nor been at a loss for feed.

Out of the thirteen pairs, nine pairs have raised nine pairs of squabs from May, 1910 to May, 1911, one pair eight pairs of squabs, and three pairs eleven pairs of squabs in the same time. My squabs weigh from twelve ounces to seventeen ounces at four weeks old, the majority of them weighing from fourteen to fourteen and one-half ounces each. I sell my squabs by the ounce, five cents an ounce, to private trade. From July 20 until July 31 I have sold 104 squabs for five cents an ounce. I have eighty-two squabs in the nest from one day to four weeks old, and twenty-six pairs of eggs, and others building their nests.

The birds are composed of the Canada peas, red wheat, buckwheat, kaffir corn, whole round corn, lentils, millet and hempseed. I use the self-feeder described in Rice's Manual. Late in the afternoon I put enough grain into the feeder to last all the next day. I find that between three and four o'clock in the morning the crops of the squabs are empty, and as the birds are up and about early, they can feed their young before they lose their hunger. I find that this helps in the weight of the squabs very much. I feed only the very best grain. I find that I cannot get good corn, I cut the corn out until I can get it good, and the same with any of the other grains. All the dirt and dust is sifted out of the grain before it goes into the pens. The squabs are also changed three times a day in the summer and twice a day in the winter. It costs me six cents a month per bird to keep my flock.

I have many visitors who come to see my Homers. They all say that they are the finest they ever saw. They want to know how it is that my birds are always so active, that the pigeons generally seem to sit dumply in one corner of the pen. My birds are always on the go, never in one place long enough to count. They want to know what I feed them to make them so lively. I tell them that it is not the feed, but the breed. Then I tell them the difference between my birds and the birds that they have seen, all dumpy. I tell them the difference between my squabs and the squabs they buy in the markets. They are surprised and some say they don't believe it. Of those who do not believe what I tell them, I ask to go to the market and buy a pair of squabs and bring them to me, and if my squabs are not cheaper and better, I will pay for the squabs that they buy, and make them a present of a pair of my squabs and all that much to me. I have never had to beat him out. One of the squabs weighed eight ounces and the other nine and one-half ounces. He paid $1.25 for the pair. This man is one of my best customers. When my squabs are ready to kill I do not wait for people to come to me, but I go to them.

I will tell you how I came to start in the squab business. About three years ago I met with an accident on the railroad where I was employed, and it left me in such a condition that I was unable to do any work without sitting down to rest very often. I found it very hard to get work where I could do that, and as my small bank account was getting smaller, I had to do something very soon.

I have never regretted the day that I spent the thirty dollars for the Plymouth Rock Homers. I have sold several pairs of breeders for four dollars a pair, and have refused a number of sales at that price for the better ones.

As I went around in my Long Island town selling my squabs, the people would ask me for fresh eggs, so I decided to buy eggs and sell them with my squabs. When I first started with squabs I was not making a cent. I was picking up from nine dollars to twelve dollars a day now with my squabs and eggs. At present I have more orders for squabs than I can supply, and my place will not accommodate another pen of birds. I am looking for a larger place now, and if I can get it I am going to put in two more pens of Plymouth Rock Extra Homers, and I am going to get them from the Plymouth Rock Squab Co., so you can expect to hear from me again.

WHAT I DID WITH ONLY 13 PAIRS

BY OSCAR MAREEKE

I HAVE been in the squab business thirteen years. I have a midget flock containing both common pigeons and Homers. The squabs from the Homers are larger and bring more money, and I have gotten more money for my Homers than I have for my common pigeons. In 1905 we raised 4000 squabs, and in 1906 we raised 10,400 squabs. It was a year profit. I always have run the business alone, up to last year, when I took a partner, Charles Latovsky, in the county where we live (Wisconsin) many of the farmers breed common pigeons. We have an automobile with a rack on back to hold pigeon crates. My partner goes out daily in this automobile, to gather up the squabs from the farmers, covering regular routes. He brings them home alive and I kill and pack them and ship them along with the squabs we raise. We have shipped squabs as far East as New York. Just now we are shipping to Chicago, and our business is increasing use as eight or nine thousand squabs a year. We have our pens and were provided it is clean and fairly tight, for shipping, putting a layer of ice on top of the squabs and nailing the box top tight. The empleos are not returned to us.

My home is half a mile down the street from the squab plant. I have built one residence from squab profits and am now building another alongside my present home. I put up the squab buildings myself, making them two stories high to save land and lumber, and also to save time in caring for the birds. Recently we bought an old building down town and moved it up alongside the present structure, and put a cement foundation under it, and have converted it into a two-story squabhouse which we are going to fill with about one thousand more pairs of Homers. We now (1912) have twenty-one thousand squab pairs and nine thousand common pigeons. Good Homers can be bought cheaper than we can breed them, so instead of saving our best squabs and raising them to breeding age, we always buy old Homers. It costs us $3500 a year to feed our birds, or a little less than $1 a pair if we feed off some of the feeders which are located in Milwaukee but for the past year or so they have not been taking any and we have let it pile up in one of the yards pending a sale of it. We feed wheat, cracked corn and whole

Net Income of $4000 a Year from Our Squab Plant

BY OSCAR MAREEKE
HOW A SOUTH CAROLINA MAN MADE HIS PRICE FOR SQUABS

HOW WOMEN TALKED MY SQUABS TO SUCCESS
BY HENRY A. COOK

IT was quite by accident that I got interested in the squab business. A neighbor was working on a house in his back yard one day about two years ago, and I asked him what he was doing. He answered that he was building a squabhouse and showed me a catalogue. I became interested and sent for Rice’s Manual. Having been impressed with my friend’s Homers (Plymouth Rock extras) and also by the clear, concise direction as set forth in Rice’s Manual, I bought six pairs of Homers for a start. Squab raising is in its infancy here (South Carolina) and when I started in the business, squabs were selling at 12] cents a pound, at the highest. Dresssed squabs were practically unknown. I decided to revolutionize things or not sell at all. Squabs were quoted in the evening paper every night at 12] cents. I selected a list of the richer set and sent them private mailing cards, very much on the principle of those used by Lynn James, as described in the manual. About two hours after sending the cards, one of the ladies called me up and asked for particulars. She said that the papers quoted squabs at 12] cents per pound, while I charged 40 cents per pound. I told her that I had squabs for sale; not old, tough, common pigeons, but large, juicy, tender Homer squabs weighing ten pounds to the dozen — furthermore that I dressed my own squabs and every one left me in perfectly sanitary condition. I told her that she would half-deal as she was to have company. I packed them and sent them to her. The next day she called me up saying that the squabs were the finest that she had ever seen, and would take another half-dozen. I got six other customers in like manner and all were well pleased.

Women are prone to talk, and this was one instance where it did good. I was soon swamped with orders. One lady said that she was going to entertain and wanted squabs badly. When I told her that I had more engaged than I could supply, she offered me $5 a dozen if I would let her have them. I have a regular line of customers, to whom I send a postal card each month with prices of squabs printed and they are always in demand. I am trying to breed up to about 2000 pairs of breeders. There certainly is money in the business. In the fall when the chickens are in the molt and eggs are scarce, I can get most any price for squabs, providing they are good and tender. I draw my squabs and then remove the head and feet. Then I wrap each squab in a square of waxed paper, with recipe printed on it. I think this is a good plan as some people don’t know how to prepare them.

WHAT A BOY OF 19 DID WITH THREE PAIRS
BY W. C. PRYOR

TWO years ago I saw Mr. Rice’s advertisement in the Farm Journal, and received the catalogue which claimed that successful squab raising could be started without experience and with little capital. As I had no experience and very little capital I thought that possibly I might succeed. So I invested in three pairs of extra Homers and the National Standard Squab Book, which has always been a great guide to me. I put those three pairs of fine birds in the loft of an old barn, sixteen by twenty, which I had fitted up at an expense of two dollars. They soon began to increase and at the end of the first year these three pairs had raised fifty-one squabs. Fifteen pairs of the best ones I saved. Twenty-one I sold to a Delaware dealer for twenty cents each. Three pairs of young squabs I sold, and I sold the remaining nineteen squabs. Thus, I was able to raise and sell in the first year, three pairs of breeders and ten pairs of youngsters from two to four months old. Had sold thirty squabs at twenty cents each, six dollars. The cost of feed amounted to $5.20. In the spring of the second year a snake crawled into my loft and took about ten pairs of eggs and squabs before I caught it, and rats caused me trouble. These and the snake destroyed between twenty and twenty-five pairs of eggs and squabs. Seeing that the rats would entirely destroy my flock, I built an up-to-date rat-proof house twelve by thirty and purchased some Corneaux, these representing a separate investment. Moving the birds to their new quarters delayed them some, but taking into consideration the damage caused by the rats and snake I have now at the end of the second year 150 pairs of adult birds in three units and twenty pairs of youngsters in the old barn loft, which I now use as quarters for young birds.

I raised in the second year 272 pairs of squabs. Ninety pairs I saved; 182 pairs were sold and I stood as follows: 105 pairs of breeders. 20 pairs of youngsters. 182 pairs of squabs sold for $121.65. 5700 pounds of mixed grain cost 79.50. 400 pounds of grit 7.20. 13 pairs breeders 20.00. Expressage and other expenses 5.25. These are correct figures showing actual results in actual practice, and demonstrating the value of this breed of pigeons. I have very little disease among my birds, having lost from sickness only three old birds and five youngsters in two years. I ship my squabs to New York commission men, receiving about four dollars per dozen. I have also sold a few pairs in the nearest town, where I have a small private trade. My squabs weigh eight and nine pounds per dozen. I am satisfied with what my small flock has done and is doing, so satisfied that I intend to increase them as fast as conditions will allow. I am nineteen years old and work on my father’s farm, where I have a good opportunity for squab raising. Any one with intelligence or any ambition can successfully raise pigeons, providing the start is made with the right kind of breeding stock, such as I have, that raise heavy-weight, plump, white-feath squabs.

FIVE-CENT PERCH

A good, strong pigeon perch, very much in demand because it is CHEAPER than any thing, even homemade. Put it up in a liffy with half-a-dozen turns of the wrist. For all breeds of pigeons. Rigid and strong. Screw them against the walls of the squabhouse, wherever there is room. They should be of well-seasoned hardwood. Price only five cents. Sixty cents a dozen. Five dollars a hundred. Sample, postage paid for ten cents.

HAND GRINDING MILL

$4.00

Cracked Corn for a pigeon and squab plant should be made from day to day from the whole corn, as needed, if bought cracked, or kept long, it is liable to take up moisture from the air and spoil. There is a lively demand for this popular hand grinding mill. Grinds not only cracked corn, but also sun-dried peas, oats, rye, barley, dry bones, shells, etc. Make your own grit and shell. This handy little mill will pay for itself on a square foot of ground inside of a month. Easy to run. Shipment weight 25 pounds. Price f. o. b. Boston, $4.00.
Are Squabs in Demand? Yes, They Are, and They Sell, Pound for Pound, for More Than Double the Prices of Chickens, Ducks and Turkeys. Recent Winter and Summer Quotations of $7.50, $6, $5 and $4 a Dozen

SQUABS are still increasing in price all over the country, the demand being greater than the supply, although the supply has been increasing steadily for several years. In Boston, both wholesale and retail prices are higher than we have ever known.

When squabs weighing eight pounds to the dozen sell for $6 a dozen, this means that the buyer pays seventy-five cents a pound; ten pounds to the dozen at $7 a dozen, seventy cents a pound; twelve pounds to the dozen at $7 a dozen, sixty-seven cents a pound. New York prices are running even higher, as they always do.

These figures tell how highly profitable it is to breed squabs.

The squab breeder can hold up his head in a company of any poultrymen, because when chickens are selling at twenty-five cents to thirty-five cents a pound, his product alongside is selling for more than double.

The Boston Daily Globe prints every Friday afternoon or Saturday morning the current market quotations for poultry, game, fruits, vegetables, etc. In 1914 and 1915 uptodate the quotations for squabs have been from $5 to $7.50 per dozen, only falling to $4 a dozen rarely. The New York, Philadelphia, Chicago and Pittsburg markets for squabs are larger than Boston and pay higher prices. For more quotations on squabs, see our latest Manual.

The Niagara of squabs is pouring into the big city markets daily by the thousands of dozens, and dealers are clamoring for more. The dealers make a higher percentage of profit on squabs than they do on chickens, ducks, turkeys, or meat, and they push them ahead at every opportunity.

Winnings of a Plymouth Rock Customer—Why Squabs Earn More Profits Than Broilers and Eggs

BY RAY BROWN

It may interest you to know that at the 1912 Inter-State Poultry and Pigeon Show, Rutland, Vt., with the competition open to the world, and every class filled, we won sixteen first prizes out of a possible sixteen entries, and fourteen seconds and two thirds out of a possible sixteen entries for second places on adult Homer pigeons. We also won the association special for the best display of one hundred birds or more, and first and second prizes on the best display of ten birds or more. On dressed squabs we made a clean sweep, winning every prize offered. Every bird shown was bred from the (twenty-five paires) foundation stock direct from the Plymouth Rock Squab Co.

Regarding the squab business vs. the chicken and egg business, I will give you as a clear comparison as possible, based on facts, obtained from my own experience, of which I have had much, in nearly all branches. This experience compels me to state that with a much smaller capital, much less room, less labor and experience the squab business can be put on a profit-paying basis much sooner and with larger returns from the amount invested.

This Customer’s Success Was Made Possible by Plymouth Rock Homers and Plymouth Rock Instruction

IT is amazing, in our business, to what the careful handling of small orders has led. Lynn L. James was an experienced poultryman who had always made money selling chickens and eggs. When our books interested him in squabs, in 1908, he ordered only three pairs of Plymouth Rock Homers, and for several months we heard no more from him. Then came a check for $116.29 with this letter: “The birds (three pairs) I bought of you in Febru.-ary, 1908, are doing finely. Have raised three and four pairs each, squabs weighing at twenty-five days from fourteen to nineteen ounces alive. Have several pairs more, all raised from your Extras, so I have about 155 birds altogether now. I am clearing out the chicken pens and am filling them with pigeons as I am fully convinced they are a much better paying proposition than the chickens. You took such pains with my little drub, and the birds have done so well, you people get the rest of the orders. I have the largest birds in the city, and they attract much attention from the hundreds of visitors at my poultry yards. The person who can write the check and employ an expert can, in most cases, make a success of the poultry business, but the willing person with little capital and no experience had better invest in squabs, for which there is a constant demand with much less competition.

Squabs properly housed does not mean expensive buildings and elaborate fixtures. Build your squab house plain and cheap. Put the extra money saved into the quality of stock you start. Buy the best and save money and time in the end.

The trouble with ninety per cent of the people who have started and made a failure of the squab business, if traced back, will be found to be cheap foundation stock, which, in my opinion, is the most expensive start that can be made. Get the best or none at all.

Don’t turn to the advertisements looking for something for nothing, then sit down and write to soveral of those who are selling out cheap, and then spend time looking over their answers several times to be sure you are buying from the cheapest offer. Buy the best. Good squab breeders are usually worth the price asked and cheap squab breeders are not.
MY introduction to squabs came through buying only three pairs of Honors on February 15, 1908. I was then and had been for some years, a breeder of high-grade poultry, single-comb white, buff and brown leghorns. I had read a good deal about squabs. Being over-cautious, perhaps, I started with only the three pairs. I bought them at the right place and my experience with them was so encouraging, they did so well, that on July 25, 1908, I invested a hundred dollars in sixty pairs more from the same concern. These kept on well the good work and I bought fifty pairs more.

I certainly have had unbounded success and have been obliged to add steadiness to my buildings as my business grew. I have discarded poultry. All pigeons for me. As the old saying goes, they have chickens "beaten to a frazzle"—and I did exceedingly well with them also.

I built an exhibition pen for the poultry show after my own ideas. The nests contained squabs of all ages with the old birds caring for them, all finished in red and white same as my coops are. The newspapers gave it a good notice.

I have exhibited at various places this fall and winter in hot competition and taken all the first and second prizes, and it all helps my advertising as my cards, etc., are all trade-marked. I am breeding from 200 pairs now, getting from $5.50 to $6 per dozen. I sold $24 worth of squabs yesterday and turned away telephone orders amounting to $12.50 since noon today, but won't do that long.

People here say they never saw such large squabs. I am getting the whole city stirred up over it.

The mortality list is very small compared with chickens, and squabs are less work, while for profit, well, chickens may as well quit trying. I have all three hospitals ordering squabs, and hotels clamoring for even the smallest. It's great, I tell you.

The card with which I get orders is what is known as a private postcard. On the front is a place for the one-cent stamp and the address of the customer. On the back is the following printed matter, the places for the prices being left blank and filled in by pen when the card is sent out.

(Fullface type indicates what is filled in by pen):

Eat Plymouth Rock Squabs

We are pleased to quote you prices on fresh Squabs for the month of February, as follows:

<table>
<thead>
<tr>
<th>Prime</th>
<th>$6.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1, 8 to 9 lbs.</td>
<td>$5.25-5.50</td>
</tr>
<tr>
<td>No. 2, 6 to 8 lbs.</td>
<td>3.75-4.50</td>
</tr>
<tr>
<td>Unpicked Squabs twenty-five cents per dozen less the above prices. Telephone orders given prompt and careful attention. Bell Phone 1208-R. People's Phone 710-R.</td>
<td></td>
</tr>
</tbody>
</table>

JAMES' SQUAB YARDS

143 REGENT STREET

I send out the above postal card (no letter under a two-cent stamp needed) to past and prospective customers, once a week, or as needed, and they order by either of the two telephone systems or by postal or letter.

Later I advanced prices so that the postal card reads as follows:

<table>
<thead>
<tr>
<th>Prime</th>
<th>$6.60-7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1, 8 to 9 lbs.</td>
<td>4.75-5.75</td>
</tr>
</tbody>
</table>

Summer trade was excellent, squabs averaging from $4.50 to $5.50 a dozen all summer. Most of the summer orders were shipped to our nearby summer resorts, and mostly to my regular customers, who spend their winters here in the city. They have made good everywhere they were sent, and I find that the dinner parties where they were served have brought me more orders from some at a distance who attended these parties. They write like this: "We ate squabs from your place at a dinner party given by Mrs. — at — this summer and they were much nicer than so were able to procure here, would like you to supply us this winter. Kindly send your price-list card each month to keep us posted."

The cards are the cheapest advertising possible, reaching right to the home and buyer, and are a constant reminder where fresh squabs can be procured.

In dressing my squabs for my retail trade, I always cut the heads off, as the illustrating shows. I use the killing machine instead of sticking. They are then picked clean, hung up and the heads cut off where the neck was broken. Then if any grain remains in the crop it can be very easily removed.

I find a great advantage in dressing this way as squabs can be killed any time of day and can be sent out with empty crops. After bleeding, I plump for a half hour in cold water with a pinch of salt, and then hang up to dry, or if in a big hurry, dry well on a piece of white cloth. Each head is wrapped in a small square of waxed paper and then each squab is wrapped by itself. I pack in pasteboard boxes upon which my seal is put, with address of the customer.

Of course this all takes time and care, but when you hear again from pleased customers and the five, six or seven dollars come in for a dozen squabs, you feel amply paid for all trouble. As I find on many day that it pays to be particular with the smallest things, and pays well, for from these small things, greater ones will surely grow. We added a fine four-unit house last spring to meet increasing trade, and this fall were forced to add two more houses, bringing the total up to six new in use, and active use at that.

When I think that I started with so few birds, and have increased to the present capacity, I give most of the credit for it to the style of advertising I have used and am using now,
PLYMOUTH ROCK SQUABS. THE SQUABS THAT STARTED SQUABS

It has proven that it pays, and pays well. It is a well-known fact that no business can prosper these times without the liberal use of advertising, and keeping everlastingly at it. There are so many people start up a business, make a big advertising spurge for a few months, become well known, or think so, stop advertising, and last about a month after. When your advertising reaches he market month after month, year after year, they cannot forget you are still “doing business.”

People have asked me why I did not stop sending out cards now that I have a good trade, but they get the same reply, that I am not going to let them forget me. The better the grade of printing you use, the better the returns in proportion. You cannot spend cheap, poorly arranged matter to the best class of trade and expect to have it receive attention. Almost people judge a man or business by the advertising he does, it pays to use the better grade.

We Started the New Century American Squab Industry

The squab industry in America was founded by us. It is a twentieth century industry which in 15 years has grown to enormous proportions.

Take a look back 15 years and see what squabs were then: traffic of no volume, squabs poor and dark, weighing six to eight pounds to the dozen. Now: traffic of enormous volume, squabs first-class, squabs from common pigeons practically out of the market, squabs weighing from eight to twelve pounds to the dozen. The million Homers and Carneau we have sold, now increased by breeding to millions, have been the material with which the readers of our books have worked, and these seed-stock squab pigeons are making the markets of America.

The squab business as developed by us in the United States has no parallel in any part of the world; we have shipped our breeding stock to the principal foreign ports, and the sun never sets on our pigeons or our instruction book in the home of some squab breeder.

Squabs are Killed and Marketed When Four Weeks Old

We learned methods of breeding which results prove to be far ahead of squab breeding methods commonly employed, and this knowledge, given to our customers, is a long step toward success.

Squabs are bred by our system surely and profitably, and the market is waiting, in every civilized place where men and women eat good things. It is truly a wonderful market, marvelous for good squabs, and paying fancy prices for them.

Squabs are bred profitably in connection with poultry or as a separate specialty. In squab raising, there are few losses to figure. The birds are strong and rugged, and thrive in any part of the United States or Canada, in any climate and at all seasons.

Squabs are young pigeons, in the markets you will find not the squabs of the common kind of pigeons which you see flying about in the city and country (although the ease with which these pick up a living under adverse circumstances, is a good illustration of their hardy qualities), but the squabs of Homer pigeons. The Homer pigeons produce fastest the best young for the table and are used almost invariably by the Intelligent and successful squab breeders. Common pigeons are cheap and easily found, but the Homers are worth from $2 to $2.50 a pair because the squabs they produce are marketable, while the squabs of common pigeons are only worth squabs only about $1 or $1.50 a dozen. It is important for the beginner to get this distinction firmly fixed in mind.

The squab is sent to market when it is three to four weeks old. At that time it is large, fat, juicy and tender, just right for the table. It has not begun to fly at that time and you do not have to chase it about the yard to catch it, but pick it out of the nest and kill it. You will be surprised to learn that when only four weeks old the squabs weigh from three-quarters of a pound to a pound and over apiece. They do not move out of the nest in this period but are stuffed with food by their parents, and getting no exercise, fill out to a surprising size with the tenderest, juiciest meat.

Squabs may be served in a variety of ways. When on toast, they sometimes pass for “quail on toast.”

You will find quail on toast itemized on the bills of fare of all the hotels and restaurants, but quail are hard to obtain, especially in summer time, so the chef’s buy squabs and serve them for quail. Very few city people know that the delicious morsel on the plate before them is not really quail, but squab. It is fine eating and gives satisfaction to the most fastidious taste.

The best hotels, restaurants and clubs serve squabs under their own name. Many diners prefer them to quail. Poultermen, knowing the popularity of the squab, have in the markets what they call “squab broilers,” but these are your young chickens, not squabs.

Poultermen in most localities find it difficult to get good prices for their chickens, because competition is so lively, and also because the great Western producers and middlemen, aided by the modern refrigerator car, are enabled to put their goods into all the cities and towns at bed-rock prices. In many cases the poulterman has to sell at prices which yield him little profit. With the squab business it is different. For the past 20 years prices have remained steadily the same, namely, from $2.50 to $6 a dozen (the middleman pays these prices, the consumer more). The demand is always greater than the supply. If a hotel, club or restaurant wishes a steady supply of squabs so as not to disappoint regular patrons, it must arrange with a dealer in advance to take a certain number on certain days of the week, for so scarce are the finest squabs, and so great a luxury are they, that, as in the case of the finest poultry and eggs, they are seldom displayed on the stalls, but find their way instantly on arrival to the exclusive trade.

The supply man makes from $1 to $3 profit on each dozen of squabs. Those squab raisers who have the time and the ambition to work up their own customers, just as the dealers in the finest eggs, milk and butter work up private trade, cut out the profit which the middleman makes and take it themselves.

In the markets of the large cities, squabs are sorted by the dealers and placed in eight grades, No. 1, 2, 3 and culls. The dealer pays the highest price for the finest, tenderest squabs, known as No. 1 grade, and this grade is almost invariably produced by the breeders of intelligence who use our Plymouth Rock Homers. Culls are usually the squabs of common pigeons and common dealers. A breeder of squabs, who starts right by buying our stock and attends to the breeding with full intelligence, gets the highest market price.

For figures on cost of raising squabs, number raised, etc., see our cloth-bound Manual, the National Standard Squab Book, price one dollar. The figures there given are not theoretical, but derived from the actual experiences of squab raisers. There is a great difference between “counting your chickens before they are hatched” and after they are hatched and we have made no fanciful figures on squabs, but you will find in some articles on squabs numerous profits figured out. Such estimates fall short of the truth and do the industry harm among the unthinking, and sensible people take them with a grain of salt. There is no need of exaggerating the simple facts, which tell a strong story.

Suppose you keep the squabs and do not kill them, but let them grow until they are from three to six months old, and then sell them at from $1.50 to $2 a pair, which was the price to start in the industry. Squab raising has jumped to the front with remarkable strides. Since we began to advertise breeders, the market for them has been greatly stimulated, especially for Plymouth Rock Homers, because we urge the
consumer in our advertising to ask for Plymouth Rock squabs, and we have made a market for this brand exactly as concerns like National Biscuit Co., have made a market for specialties to the almost total eclipse of unknown brands.

You can sell the live pigeons which you raise, by your own advertising, if you choose. Here is where the great possibilities of the business open to the resourceful and enterprising. A person who buys an outfit of breeding Plymouth Rocks, Homers of us will work to raise breeders for his home market, selling to his neighbors, and those who know of the novel industry visit his place, or advertising and selling all over the country, just as we do. There is no limit to which each purchaser may develop his own market. It rests with him how great his income shall be. If his efforts flag, he always has his butcher market waiting for squabs, in which there is a fine profit. The squab industry differs from utility stock industries which are of great promise but which prove very disappointing because their market is slow, or not established at all. The market for squabs is ready all the time, summer and winter, the year round, at prices which always pay.

In many lines of utility stock raising, it is necessary to buy pedigreed animals in order to be successful, the process of rejection and selection having been carried so far that it is profitable only to own an animal whose ancestry is traceable to a record breaker. A common pigeon is easily distinguishable from a Homer. There are no pedigrees in squab raising (although there is a profitable trade in pedigreed Homer pigeons for flying races). The squab raiser does not care for pedigrees, but strives to eliminate from the flock of Homers all but the strongest and biggest.

The pedigreed Homers are bred and sold by the fanciers for carrying messages. We have all read about this instinct of pigeons, how when taken great distances from home they find their way back to the place where they were bred at incredible speed. Every squab raiser generally has a pen or two of pedigreed Homers, which he trains for the fancy market and with which he strives to take prizes. The pigeon fancy is firmly entrenched, the sport being very old, and is very profitable.

There are many varieties of pigeons which are bred for their good looks and adaptability as pets, such as Fantails, Pouters, Runts, Monadies, Maltese, etc., but with them the experienced squab raiser is not much concerned. Runts and Maltese are expensive, costing from $5 to as high as $25 a pair. They are poor breeders and either by themselves or crossed with Homers have proved unprofitable. When Homers can be developed like our Plymouth Rocks to brood, fast, squab weighing a pound apiece, they are by far the best money-makers and it is a waste of time and money to experiment with big, slow-breeding birds. Our Plymouth Rock Carneaux which we introduced a few years ago are the exception to other big breeders in that they breed as many squabs a year as Homers, and the squabs are larger than Homer squabs. For these reasons they are worth more than the Homers.

The squab raiser turns 30 males and 30 females into one breeding pen together. At once the process of pairing off begins. The male searches for the object of his affection. Within a short time each has found his or her partner and reproduction begins. Their usefulness as squab raisers continues for eight or ten years, and longer. No new blood is needed every year, as in the case of hens. Dozens of pairs of pigeons keep the same pen, under the same conditions.

If you wish to mate a certain female to a certain male, you place them together in one pen for a few days or longer, after which they may be placed in a large pen with the others. This is the method to be pursued when breeding pedigreed stock for homing qualities. It is in common use by squab breeders when mating for plumage or for other characteristics which it is desired to harmonize.

In breeding squabs for the market, you do not allow the parent birds to fly at random over the neighborhood, but keep them confined by wire netting in a flying pen. This is attached to the squabhouse. In the squabhouse are two nests for each pair of birds, and the nests are arranged in boxes about a foot square. In each box is set a nestbowl for the nest to be built in. Each nest is numbered, so that a record may be kept of it from year to year. So when you go to a certain nest to get a certain pair of squabs, you know which is the father and mother, the cock and the hen, of that pair.

In poultry raising, it is necessary to kill off the old hens once a year and introduce new blood. In squab raising this is not necessary. The same pair of pigeons keeps working for you for eight or ten years, and longer, producing the same strong, juicy squab all that period. If at the end of about eight years...
YOU FEED THE PARENT BIRDS AND THEY FEED THE SQUABS

the squabs begin to grow small, the male breeding bird is removed and a younger mate for the female substituted. In starting a flock, one male for each female pigeon is needed. You cannot have one male for several females.

The breeding pairs build their own nests with hay, straw, tobacco stems, pine needles, twigs, etc., which you place in a pile in the squabhouse. As soon as the nest is built the male begins to "drive" the female—he is anxious that she deposit the eggs. You will see him hustling her about over all the squabhouse and the flying pen, and he is content only when she is perched on the nest. She lays two eggs, then she and the male take turns sitting. She sits on the eggs at night until about ten o'clock in the morning, then he comes and sits on them until evening, when she returns and he goes away for a rest. The young break out of the shells in seventeen days after the eggs are laid. They are ugly little creatures, in flesh tender, but in constitution tough as nails, and hard to kill. The old birds fill their crops with food, and then fly to the nest and fill the bills of the little ones from their crops. You do not feed the squabs at all; the old birds attend to that. The squabs grow with marvelous speed. In three to four weeks they fill the nest so there is no room for the breeding pigeons, which begin sitting and laying eggs again in the other nestbox of the pair.

Month in and month out this process goes on, undisturbed by heat or cold. In the hottest days of summer the male or female bird may be seen sitting on the perches of the flying pen in the baking sun. In the winter they are perched on the snow. We have sold breeders as far north as Alaska, and as far south as Central America and Brazil. When our directions are followed as to housing and feed, success is certain in any climate. We have had customers even in Canada breed squabhouses made of cotton cloth. Fresh air is good for pigeons, no matter whether it is warm or cold.

Cold winter nights the pigeons take refuge in the squabhouse, flying in from the pen at sundown. You do not have to drive them in, they go in hustled more to keep warm. On the ground at the end of the flying pen is a pan of water, renewed every day. At sunrise each day the pigeons go there and take a bath. They do not roll in the dirt—simply splash in the water. Their plumage always is in apple-pie order and a very pretty sight it is, the feathers about the neck sparkling with all the colors of the rainbow.

There is no night work in connection with squab raising, as in the case of poultry. The feeding trough is automatic. The feed drops down as it is eaten. They do not gorge on this unlimited supply, but feed until their wants are satisfied, then go away. When they are not sitting on the eggs they usually are roosting on the top of the squabhouse.

Their manure is not foul and ill smelling. Both pen and squabhouse are without odor. The manure is saleable and is an important item of revenue. The feed consists of wheat, cracked corn, kaffir corn, Canada peas, hempseed, #1 feed, barley and buckwheat may be fed, if in localities where these grains are easily obtainable, grit, oyster shells and salt, all cheap and easily obtained. No other food is given. No sloppy food is given and there is no mechanical preparation of the food. Each locality has its own grains readily adaptable to pigeons. Bread crumbs, crumbled bread, etc., may be fed. For detailed instructions as to kinds and quantities of grains, manner and times of feeding, see our cloth-bound Manual, the National Standard Squab Book, 75c; price one dollar.

No Heating, No Night Labor, No Young to Attend

There are many strong features about squab raising, as proven by the tremendous growth of the industry.

1. No night work. When sundown comes the pigeons need no attention. The farmer or householder may go about his milking or other duties without thought of more stock to attend to.

2. No artificial incubation. The female and male pigeons hatch the eggs.

3. No feeding of youngsters. You provide feed for the parent birds only and they feed their young.

4. Light mortality among the young. In chicken raising, the greatest precaution must be taken to guard against loss of chicks.

5. Little care needed. Feeding time is quickly over and the pigeons keep their trim, racy shape, not over-feeding, as a rule.

6. Light labor. When the squabs are four weeks old, you take them out of the nest. Our women customers are very successful, being naturally fitted to the work.

7. No need of new blood every year. A poultryman must kill off his old hens every year and introduce new matings. Pigeons produce for eight to twelve years.

8. No fear of mixed breeds. The handler of line-bred poultry has to keep the cocks and hens separated except when matings are wanted.

9. No bloody work. The killing of hens and chickens is always distasteful to women. A squab may be killed by tweaking its neck, or by using our killing machine, breaking its spine instantly and causing the bird no suffering.

10. No plucking of feathers. Squabs may be sent to some markets with the feathers on. On large plants, the plucking is done by hired labor, at piece work.

11. Few diseases. Canker is about the only ailment found in practice, and this never occurs when the feed is mixed in the proper proportions, and the right kind of grit used. The pigeon is one of the hardest and strongest of feathered life.

12. No change of methods with the seasons. The pigeons breed in all climates at the same rate, under practically the same feed.


14. No range necessary. Space may be economized and a greater income produced from the same area with pigeons than with any other stock.

15. A market all the year round. Squabs are eaten at all seasons and are saleable at any time, and high prices are offered for them always.

16. Opportunity for excelling. By study and the exercise of intelligence, getting out a nicely-printed booklet, postcards, etc., the trade of families and clubs may be obtained, which will pay seventy-five cents a piece and over for fine squabs.

17. Climate no bar. Squabs may be raised anywhere in the United States, Canada or Mexico.

18. The plant grows as the business grows. It is not necessary to lay out several hundred dollars at once on a plant. Our unit squabhouse and flying pen may be added to as the business grows, just as with the modern style of unit book cases you may add units as your books increase in number.

19. Small capital needed. A poultryman, even after his buildings are up, must have capital with which to operate. He does not sell anything for six months, the period in which roasters must be raised ending from September 15 to October 1. Then he must lay out money on eggs at fifty cents a dozen, about one in three of which proves productive, this making the cost of each chick about twenty cents, so for each chick which he has, he must keep twenty cents tied up until that chick is old enough for the market. A squab plant may be made self-sustaining from the start, the sale of a small part of the squabs raised paying for the feed of all. A squab raiser may begin and keep in successful operation on one-fourth the capital required by a poultryman. Those who are in squab raising are mostly people with small incomes, and they attend to their squab plants nights and mornings. Squab raising does not consume one's time and attention as does other farm work. If the owner wishes to go away for two or three days, he may go with an untroubled mind, knowing that his pigeons will be all right when he returns.
NOT NECESSARY TO START ON A BIG SCALE TO BE SUCCESSFUL

How Plymouth Rock Squabs Have Won the Markets—Thousands of Dozens Sold Weekly—Read What the Big New York Dealers Say About These Fine Birds and Our Successful Methods

SQUABS bred from the pigeons we have sold, and their offspring, are going into the markets of the cities daily in enormous volume. They are not only a vast improvement over the squabs of ten years ago, but the magnitude of the demand and the supply is something almost incredible. Plymouth Rock squabs are what the consumers want to buy and what they are buying. There is profit in handling them, and the big dealers are after us all the time to furnish them the names of our customers who can ship squabs bred from our birds to them. In proof of what we say of our pigeons, and emphasizing the practical, money-making side of our business, we offer the following letters from the leading squash dealers in the city of New York, which is the richest and greatest squash market in the country:

"KING OF THE SQUAB BUSINESS"  
A. SILZ, Incorporated  
Wholesale Dealer in Domestic and Foreign Poultry and Game  
416-418 West Fourteenth Street  
New York, December 2, 1907.  
Mr. Elmer G. Rice,  
Dear Sir:  
In reply to your letter of November 27, the present prices on squabs you will find on the enclosed card. There will not be any let-up in the demand for squabs if the prices remain normal. The season for all game closes with the end of this month so there will naturally be a better demand for squabs after that time to take the place of game. We use from 175 dozen to 200 dozen squabs each day.  
Your squabs are very much better than others, and I think you have accomplished wonders for the squash industry, and every squash raiser should feel grateful for your efforts in this line, and you could very appropriately be termed "King" of the squash business.  
Wishing to assist you in your continued efforts to put the squash business ahead, we are,  
Very truly yours,  
A. SILZ, Inc.,  
By Aug Silz, President.

"GET A QUANTITY OF PLYMOUTH ROCK BREEDERS"  
WILLIAM R. MCLAUGHLIN  
Commission Merchant, Poultry, Eggs, Game Squabs, Calves, Etc.  
362 Greenwich Street  
New York, November 29, 1907.  
Elmer C. Rice, Esq., Treasurer,  
Dear Sir:  
Yours of the 27th day received. I am pleased to hear from you once more. If beginners will stick to your breeders, they will have no cause to complain as to size, quantity and quality of squabs, and net profits they receive from same.  
The demand is still good for all the fancy white large squabs we can get, and the market has kept at uniform price for a long time. In fact, since the new season started, there has been very little change in price.  
The small and mixed lots we must sell to out of town trade where everything looking like a squash goes at a price; while the city trade want the larger bird and are willing to pay for them.  
Many do not buy enough breeders at the start so that they can ship a fair-sized lot.  
I can use daily all the squabs I can get and do not look for prices to go any lower during the winter,—if anything, quite some advance.  

I think if any two need any plugging as to results brought about, and profits to raisers, it is you and myself, as I was the first to introduce selling by weight according to size, and was laughed at for trying even by those who would not now admit the change more than doubled their output. The one who does not like the change is the speculator who got the large birds for nothing, and the small birds at their actual value and made extra profit when selling to consumers.  
I would advise beginners to get a quantity of your breeders; keep free from other kinds. They will have no cause to find fault with results, and will always have a market and demand at good prices, for they can raise and ship at any time of the year. Send me the names of your customers yourself and I will post them as to the market, and send shipping cards.  
Yours truly,  
W. R. MCLAUGHLIN.

"USE NOTHING BUT YOUR BEST BREED OF BIRDS"  
HEINEMAN & CO.  
Commission Merchants, Fruits, Produce and Poultry  
Southern Vegetables a Specialty  
New York, December 4, 1907.  
Mr. Elmer C. Rice,  
Dear Sir:  
We wish to advise you on prices and general run of squabs which a goodly number of breeders of your fancy Homers pigeons are shipping us. They are now selling from between $3.75 to $4.50 per dozen and, in all probability, will go higher, as the winter advances. There is a good demand for this kind of birds and we are receiving quite a deal of them. We can handle anywhere from one thousand to two thousand dozen a week as our trade constantly inquires for them. We can assure you that the breed of birds we get from our shippers are very fine, and we notice a large majority of these same shippers mention your name.  
The market at present wants squabs weighing between nine
and eleven pounds to the dozen, and we would advise any beginner to use nothing but your best breed of birds, as they are the cheapest in the end to him.

We thank you for your kind consideration and past favors. We are

Very truly yours,

HEINEMAN & CO.

ANOTHER LETTER FROM MESSRS. HEINEMAN

HEINEMAN BROS.

Commission Merchants Dealers in Game and Poultry

Diamond Rock Terrapin

217 to 221 Washington St., 78 to 82 Barclay St.

September 24, 1909.

Mr. Elmer C. Rice, Treasurer,


Dear Sir:

We herewith wish to state, that with all our numerous shipments, we take great pleasure in noticing the fact that they use your breed of birds. This class of birds has given us and our customers the best of satisfaction, we have no complaints whatever offered us during the entire past season.

We have asked a large majority of our shippers where they at first purchased their stock to go into business, and find your name at the top of the list.

There is none who takes such an interest in the breeding of squabs as your firm does, and we assure you that any one purchasing your stock will be satisfactorily recompensed for his venture, and will always be perfectly satisfied with the outcome of using your breed of birds. We can only say, they

There is absolutely no limit to the quantity of squabs we can handle, and as our trade is constantly extending, we are anxious at all times to keep in touch with raisers of good squabs.

It is a source of satisfaction to observe the better quality of birds now being received on the market, due, no doubt, to the eliminating of poor breeding stocks, better care and attention given to the keeping and feeding of the birds, and more intelligent dressing and shipping. All this is due, we believe, to the educational efforts of yourself, and the testimony is present in the superior quality of the squabs now being received, as compared with a few years ago.

We endeavor at all times to give our shippers the best possible prices, make prompt returns, and are pleased to furnish all the information in our power.

We wish to thank you for the courtesies you have shown us in the past, and with best wishes for success in your continued efforts to improve the squab industry, we are,

Very truly yours,

NATHAN SCHWEITZER.

During the past four years the city of Pittsburg, Pennsylvania, has come to the front as a rich squab market. There are many rich families there, and they demand the best that is going for their tables. Squabs sell at retail in Pittsburg from $6 to as high as $10 a dozen. We have customers all over the Eastern States, as far West as the Mississippi river, who are shipping their squabs to Pittsburg. Those who live in the grain belt and can raise their squabs the cheapest are being paid $4.50 and $5 a dozen at wholesale for their squabs in Pittsburg, which leaves them a fine profit. Read the following letter to us from one of the Pittsburg markets:

"LARGER AND BETTER BIRDS THAN EVER BEFORE"

UNION MARKET

Poultry, Game, Butter and Eggs

No. 4 Diamond Square


Mr. Elmer C. Rice,


Dear Sir:

We are very much pleased with the quality of squabs shipped us from particks who are using the Plymouth Rock Homers for breeders.

I can truthfully say that since we put the small advertisement in our paper, we have been getting larger and better birds than ever before and I am more than satisfied.

There is only one way of conducting a business and that is on the square, and so long as our shippers can produce the right kind of birds we are more than satisfied to pay the highest market prices.

You may use this letter in any way you please to further the interest in the squab business.

Wishing you success in your business, we are,

Yours truly,

UNION MARKET.

By F. L. Viers.

When our customers who have bought Plymouth Rock Homers or Plymouth Rock Carneaux of us are ready to ship squabs, we give them letters of introduction to such firms as the above, which smooth the way for them. We help them to sell properly, which is quite as important as the raising. It has been our experience that squab breeders and poultrymen are successful in just the proportion that they know how to sell to advantage. If you are raising squabs from our birds, you should sell them for all you can get, and for what others get, and if your home market is slow, ship by express where we tell you, as thousands are doing.

What is true of the effect of Plymouth Rock squabs in volume and quality in the New York market, as disclosed by the above letters, is true of any city in America or Canada, as squabs from our birds are going into all the markets now.

Many people, especially those who live in the towns and small places remote from the cities, have never seen a squab or eaten one and have no idea of the magnitude of the industry. If they apply to their local meat peddler or butcher he, too, will be likely to say that he never ate a squab and never had a call for one. In order to convince such strangers to squabs that
OUR PIGEON HOUSES ARE LIGHTED AND CLEANED BY ELECTRICITY

there is a waiting market for them, we print the following half-
doz. interviews with poultrymen in and around Faneuil Hall
Market, Boston. (See our Manual for detailed information
about United States markets and offers to buy squabs from
consumers in every section. We give their names and ad-
dresses and the prices they pay.)

Swan, Newton & Co., Basement 1 South Market Street,
Boston—"There is always a market for squabs and we will take
all you can give us and pay highest market price. We cannot
get enough to supply our demand. We will pay you a fancy
price for fancy squabs. We pay cash for them; bring or send
them in and we will give you the money. We like to have
them dressed, and if you pluck them and pack them in ice
in the summer time and ship them to us in barrels we will pay
you more than if they come to us with the feathers on."

W. H. Jones & Co., Stalls 51, 53, and 55, Faneuil Hall Market,
Boston—"We will take all the squabs you can give us all
the year round and pay the highest market price for them.
They are in constant demand all the year round, and we have no
trouble in selling all we can get hold of."

Nathan Robbins Co., Stalls 33 and 35, Faneuil Hall Market,
Boston—"We are always in the market for plump squabs and
have plenty of customers waiting for them and willing to pay
the highest price for them all the year round."

F. H. Hosmer & Co., Stalls 10, 12, 14, 16, Faneuil Hall
Market, Boston—"We will take all the squabs you can ship to
us. Send them packed in ice in the summer time so they will
reach us fresh. We will find no trouble at all in disposing of
all you can ship."

Charles A. Wilcox & Co., Faneuil Hall Market, Boston—
"We prefer them with feathers on. We have a brisk demand
for them from our trade all the time, and there is good money
in rendering them. They may be bred in connection with
poultry very profitably. From the first of May until in the
fall we can obtain no quail. During the winter we get our
quail from the West like all the Boston dealers. Squabs are
as good as quail, in fact some people prefer them, and the fact
that we are able to obtain them the year round makes them
the staple article."

W. H. Rudd, Son & Co., 40 North Street, Boston—"We are
now in July and August handling about 150 squabs a day,
and can sell all you can give us, and pay you the highest market
prices. They are a staple article, and there is good money in
raising them. In the fall and winter months we handle
quantities of them. They come to us both with the feathers
on and plucked. We get a great many from Philadelphia
because the New England breeders cannot begin to supply the
Boston demand."

The other poultry dealers in Boston will tell you the same
story. If you live near New York or Philadelphia, Chicago
or New Orleans, or within a day’s travel of one of these places,
or of any large city, and are thinking of going into squab raising
to make money, go to that city and you will find plenty of
marketmen that will talk just like the Boston marketmen
above quoted, and who will take all the squabs you will give
them. Two days’ distance to market is no drawback. Squab
raisers who live in any part of New England ship to the Boston
market if they do not care to work up a private trade nearer
home. We have customers as far west as South Dakota who
ship to the New York market.

The Boston firms above quoted dress the squabs, keep them
in cold storage and resell them day by day to such buyers as
Young’s, Parker’s, Touraine, Adams House, the Somerset,
the Thorne-like, the Brunswick, the Vendome and other numerous
hotels, the Exchange, Suffolk, Union, University, Algonquin,
Boston Athletic and other dining clubs, Armstrong’s, Marston’s
and other high-class restaurants, and to the thousands of
families in Boston’s home-section for the rich, the Back Bay,
who demand gilt-edged farm products and pay the highest
prices. In turning over the squabs to these buyers, the mar-
ket middlemen take from twenty-five to one hundred per cent
profit. So it is plain that if any squab raiser has the enterprise
to sell direct to the consumer (as many farmers do sell butter,
eggs and poultry, circularizing a city section or calling from
house to house) he can take the profit which otherwise the mid-
dleman takes. The taking of this profit depends on your near-
ness to a profitable community and your ability to handle
a retail trade.

In resort places, like Bar Harbor (Maine) for example, where
well-to-do people visit, the market for squabs is best at the
time the people go there. At Bar Harbor, it is the summer
season which is greatest. There is a branch Faneuil Hall
Market there run jointly by the firms of Isaac Locke & Co. and
Swan, Newton & Co. Mr. Cummings, the manager, told our
Mr. Rice in the summer of 1905 (August) that they were selling
twelve or fifteen dozen squabs daily to Bar Harbor
cottagers at from $5 to $6 per dozen, some cases higher.
What is true of Bar Harbor is true of other resorts all over America
in the summer, if they are summer resorts, and in the winter
if they are winter resorts. One of the best-known winter
resorts in America is Palm Beach, Florida. The great Flagler
hotels there cannot be sure now of a steady supply of squabs
so they do not put them on the bill of fare. No hotel will
place any or at all on the bill of fare. No hotel will
print on the bill of fare entitles of which they are always
just out,” for that would displease patrons. The only place
in Palm Beach in the winter of 1904-05 where squabs could be
obtained occasionally was the Beach Club, a special organiza-
tion for dining, etc. Somebody in Florida is going to make
some money during the next ten years by working up a squab
supply for the chain of Flagler hotels from St. Augustine to

ANOTHER OF OUR PIGEON HOUSES

Our farm is at Melrose Highlands, Mass., a suburb of Boston, eight
miles north of Boston, on the Boston & Maine Railroad. Also forty-five
minutes’ ride from Boston by trolley. Visitors welcome; admission by
ticket, obtained free by mail. No stock shown or sold on Sundays, holi-
days or Saturday afternoons.

Nassau, Florida as a winter resort is looking up every year
because it is really a delightful place and only forty-eight hours’
travel from New York.

There are some butcher shops and commission men in the
large cities handling old killed pigeons for squabs. Unskilled
buyers can be deceived, especially if the feathers are still on
the bird. They may have been plucked from squabs killed in
Poughkeepsie or elsewhere, and sold by one person to a New
York market, and resold to another by an agent, for fifty
percent or more. One cannot judge the quality of these
squabs until they have been skinned and dressed.

The leading dealers in Philadelphia ship also to Boston and
New York; in New York are many dealers in Washington
market. If you live near any of these cities, call upon them, or
DEMAND FOR SQUABS IS GROWING—GAME BECOMING SCARCE

FOUR STAGES IN THE PREPARATION OF SQUABS FOR MARKET

The first picture shows squabs alive four weeks old; the second, the same squabs alive hung with wings double locked behind them ready for bleeding; the third, killed and after the coarse feathers (wings and tail) have been removed; the fourth, fully pickled and ready for packing.

any firm handling squabs in any part of the country, and they will tell you that they will take all you can give them. There are men who make it their sole business travelling through New Jersey, Pennsylvania, Delaware, Maryland, and New York to pick up squabs from small breeders and deliver them to the city firms.

Every city and town with a large poultry trade also has its squab trade, and the people who eat squabs are good diners, ladies and gentlemen whose cost of table does not trouble them, and who do not stint themselves in buying luxuries. The squab is and always will be a luxury and today, pound of the squab industry, note the following two letters. The first was sent us in January, 1904, from W. R. McLaughlin of New York. (The prices quoted here by him are not retail, remember, but wholesale prices)

"For the present and until further notice, we quote you market as follows: Squabs weighing ten pounds to the dozen, $5.50 per dozen; nine pounds, $5.25 per dozen; eight pounds, $5 per dozen; seven pounds, $4 per dozen; six and one-half pounds, $3.75 per dozen; dark, $3.10 per dozen. Would like to have all the squabs you can get. In case you have any good customers that are starting in, I wish you would send me a complete list of that trade, so that I can write to them occasionally, and post them on the condition of the market. Thanking you in advance for this or any other information."

Six years later, in January, 1910, Mr. McLaughlin wrote us as follows: "Squabs are scarce this month in the New York market notwithstanding all the raising going on all over the country and the talk of high prices on meats and poultry. There is nothing now coming to this market that is or has been holding its own as to demand and prices the past five years equal to squabs. There is an actual scarcity for all grades, and I am now quoting the (wholesale) market as follows: 10 lbs. $5.50, 9 lbs. $5, 8 lbs. $4.50, 7 lbs. $4, 6 to 6 1/2 lbs. $3.25 to $3.50. Later (February 10, 1910). What better returns do squab raisers want for their investment in good breeding squabs than a good daily outlet for all they can raise, and a positive good return for money invested? There is an actual shortage at the following (wholesale) prices: ten pounds to dozen $6, nine pounds $5.50, eight pounds $5, seven pounds $4. The prospects are that these prices will be steady for some time to come."

What the above classification of squabs means is fully explained in our Manual. By $6 per dozen, he means that he will pay $6 for twelve squabs (not twelve pairs of squabs) which weigh ten pounds or better.

The above prices are not true of squabs bred from cheap stock. You have got to start with the big parent birds that we sell.

PLYMOUTH ROCK HOMERS THE BIGGEST HOMERS

Our Eggs are a class by themselves. Their equals among HOMERS for size, weight of squabs produced or prolificity do not exist. See page 16 of this booklet for further description and prices.

for pound, it commands a price a great deal higher than any other regularly available table luxury.

PRICES STEADY FOR SIX YEARS

To show you how steadily squabs have held to high prices during the past six years, in spite of the tremendous growth

We were the FIRST, the originators; our birds and methods made a new business of squab raising, and are widely and thoroughly copied. We have no agents—DEAL DIRECT WITH US.

Our farm is located on Howard street, Melrose Highlands, Massachusetts, a suburb of Boston, eight miles north of Boston, reached both by Boston & Maine Railroad and by trolley. Visitors welcome; obtain a pass (free) by mail. Telephone connection MELROSE 290-M. Mail address Melrose Highlands, Mass. No stock shown or sold on Sundays, holidays or Saturday afternoons.

PLYMOUTH ROCK SQUAB COMPANY.
MORE SQUABS WANTED, 1916

Recent Letters from Marketmen Showing the Increased Demand for Squabs, Always Ahead of the Supply, and the High Prices Now

LETTERS from New York firms are on previous pages. Here is another which, like them, tells of increased demand for New York squab market, which, at the present time, is showing a marked improvement. As the season of squabs, which is the peak of the New York squab market, approaches, the demand for squabs has been growing very rapidly. This is evident not only in the increase of sales, but also in the higher prices which are being offered. The New York market, which is the largest in the world, is now offering prices that are higher than those in any other market. The demand for squabs is growing, and the prices are expected to continue to rise. The New York squab market is in a very healthy condition, and the prospects for the future are very promising.

NEW YORK DEMAND GREATER THAN EVER AND PROSPECTS FOR THE SQUAB RAISING BUSINESS NEVER WERE BRIGHTER THAN THEY ARE NOW.

414-118 West 3d Street.


Dear Sir: At the present time there is a short supply of squabs on the market, there being not nearly enough to satisfy the demand. We have been made the acquaintance of several breeders, and we believe that the demand for squabs will continue to increase as the season progresses. We are therefore offering the highest prices we have ever set, and we hope to be able to supply you with a large stock of squabs.

Sincerely yours,

P. D. West

THESE LETTERS SUPPLEMENT THOSE ON PRECEDING PAGES

YOU CAN SHIP SQUABS TO NEW YORK CITY SAFELY AND PROFITABLY NO MATTER WHERE YOU LIVE—BY YOUR BREEDING SQUAB COMPANY AND YOUR SQUABS WILL GET A HEARTY WELCOME AND THE HIGHEST PRICES EVERYWHERE

HeineMAN Bros., located at the corner of Washington and Barclay Streets, New York city buy squabs from breeders all over the country.

"See here," said Mr. Heineman, "I wish you would talk to me of your products, for I live at a distance from New York, and cannot get squabs here. I would like to see the breeders, and talk to them about the squabs they are offering. If you would give me a list of the breeders, and the squabs they are offering, I would be pleased to consider the offer, and see if I can not find a market for them."

"We are ready to do business on this basis," said Mr. Heineman, "and we are willing to pay the highest prices for the squabs you are offering. We have a large market, and we are always ready to buy squabs from any part of the country."

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Squabs Beat Chickens Five to One

BY JOHN J. PATTISON

CHICKENS and pigeons are attracting attention and it is the common people who are interested in both subjects more than the rich. The all-prevailing topic today is the high cost of living. This problem has been in force in the West devoted to feeding cattle was large and today that same ground is under cultivation and has become too valuable to be used for such purposes. Hence the main source of beef supply has been decreased, while the consumption has increased to 90,000,000 souls with a few millions within easy reach of a thousand dollars. People are spending more than twenty-four hours, and the amount of food that is consumed every day is enormous. This food ranges from the simple hen egg to the best of meats and poultry, whether wild or domestic. Now the question arises, what can I raise to help reduce this expense, and at the same time make a profit? Which will make the most on the least expended? Take it for granted that the person who has decided upon the chicken, we will discuss that subject first.

A trio of chickens can be bought at any price, but as a fair price say $2.50 for three of some good breed. We have two breeds of fowls, the Asiatic and Mediterranean. To the first class belong the Leghorn, Cochin, Plymouth Rock, Wyandotte, and their products. In the latter class we place the Leghorn, Minorca, Houdan, Hamburg and the smaller breeds. You will find that the average egg yield of the former is about seventy-five eggs per year while that of the latter is about one hundred and twenty-five eggs. Taking the average, we have about nine dozen per year for hen. New York market will average say twenty-five cents, making a total income of $2.25. Deducting the cost of feed for that hen and you will have fifty to seventy-five cents profit on her.

This looks well on paper, but as experience will prove in nine cases out of ten it will not work out. Last spring I said to a party, "How many hens have you?" The reply was, "About seventy-five." "How many eggs are you getting a day?" "I got six dozen," "Very good," says I, "but how many did you get last winter?" "It was too cold for them to lay and we did not get many during the cold weather." "How much has it cost to feed them since last spring?" I have not counted up the feed bill yet but I know now I am getting lots of eggs and selling them right along." The market here at this time wanted the hen and you will have fifty to seventy-five cents profit on her.

Allow me to discuss those two answers. In the first place, the weather was not too cold last winter for hens to lay, but it was the fault of the owner that he did not get any eggs because he did not give them the proper feed, and if he had gone to the expense of buying better feed and kept the hens inside in the cold weather, his warm feed, his hens would have been laying right along when eggs at home here were selling for thirty-six cents per dozen; and when the egg market dropped to less than twenty cents, his hens would be taking a rest and shaping themselves up for the summer months. But to pay high prices for high cost feed and not keep up the annual egg production to a certain average, his thirty-six cents would have cost him forty cents at least if he had started in to count his feed bill for the year and the number of eggs produced. Maybe some one who will read this will say, "That fellow is off his base." Well, my dear reader, I only wish I had been off my base when I learned the above. Instead of buying feed for nearly 1000 hens and selling eggs for fifty cents each, in New York, and losing money all the time, I would now be many thousand dollars better off.

The great mistake made in the poultry business is that the average person does not know how to figure cost of production and to get the required number of eggs per hen per year to pay for the cost of maintaining during the time the hen is not laying. The flock that lays basketsful of eggs when eggs are cheap is a very poor flock to figure on. Your flock must keep up its egg production at least nine months in the year to leave you a balance that you are not ashamed to show your neighbor. To make money out of chickens as a paying business proposition, you must have good producing stock. I care not whether it is the egg or the thoroughbred bird you are handling, one will cost as much as the other to feed. Then in order to balance up the feed bill you will be able to add to your bank account a few dollars when eggs bring a few cents, for thoroughbred stock, if you advertise properly, and in time, after your stock has told the story for itself in the different localities where you may ship, your thoroughbred sales will amount to more than your egg account.

To a certain extent a little flock of chickens in your back yard will supply the wants of your family for a time, but a flock is something else. It is small, your feed bill is small, and the main cause of your getting eggs plentifully from that small flock is the table scraps, which apparently have cost nothing. In those scraps are ingredients that put the cost of feed for a large flock up so high that it is impossible to provide the same elements on a large scale and make money without some other staff as suggested above. Strictly egg production or broiler production, without the thoroughbred market to help, is not profitable for any person to follow.

The trouble with chickens is that, to place yourself in the proper position to do business, taking into consideration the cost of your flock, your house, the room required and the twenty-four hour attention, is greater than the ordinary person will stand for, even after he has gotten himself into it. There will come a time after embarking in the business that you must come across, or every thing will take the backward step and you will not know what struck you.

Taking all things into consideration from a business proposition as to the question "Which will pay the most, chickens or pigeons?" I feel safe in saying that the latter will beat the former every time. Any one can begin with pigeons for at least two to three dollars per pair. A cheap place will do, providing the rats, cats, and other foes are kept from them. No bother about preparing their nests, raising their young, and any pair of common Homers that will not produce at least six pairs of young in twelve months had better be sent to the kitchen and made into a pot pie. The cost of feed will be about $1.25 to $1.50 per year for that pair and their products should bring in for six pairs at least $2.40, but if you do not sell them and do as you would with chickens, keep their products for a year, you will find at the end of that time that your original pair and their young will have made you quite a flock in the twelve months. The market demand for squabs is greater than for fowls, because you will find twenty-four male raising chickens where one is raising pigeons.

The laws of the different States have become so strict relating to game that the squab is served up as game and the price will suit only the rich. The producer gets a better price for his output than in the chicken business. People do not buy squabs now as they do eggs. Squabs cost money at any time and the market is never overstocked. Eggs become so plentiful at times that they are thrown into cold storage and kept for unlimited periods. The time that it takes to turn your money in pigeons is about forty-seven days, less than two months, while the chicken requires twenty-one days to hatch, and at least sixteen to twenty weeks to mature for market. The cost of eggs for pigeons is small, while a setting of chicken eggs will cost anywhere from one to three dollars. I know of nothing that can be started on so small amount of actual cash, that will bring an income in the same length of time.

The pigeon business has the same outlets as the fowls, market, thoroughbred and fancy, and there is still another feature that is so nearly overlooked that I must mention it. Along with the different laws in different States prohibiting the killing of game and shipping it out of the States, there are also laws that prohibit the killing of fancy feathered birds, and consequently the white pigeon has become so much in demand for the trimming of ladies’ hats, that a very good business can be built up by any one who will take the time and pains to handle it.

After making up your mind as to which you intend to handle and giving either the same benefits, money, buildings and encouragement we will say (and I speak from an experience of over twenty-five years), that there is not and there can be no comparison as to the return for the same amount of money invested in pigeons or in chickens. The pigeons will beat the chickens five to one with less expense per year and less trouble and are a good deal safer business proposition. As to disease, the chicken will keep you up every night in the week. The pigeon may sometime get out of condition and possibly die, but the amount invested in the single bird is so small that its loss will not cripple you very much, where you may have invested in a fowl the price of two or three pairs of pigeons.
Our Manual Gives Precise and Full Directions in Clear, Easily Understood and Easily Remembered Language

Send a Dollar for This Big Book

We will refund money if our manual does not please

Our Manual Gives Precise and Full Directions in Clear, Easily Understood and Easily Remembered Language

THE cloth-bound Manual which we publish, the National Standard Squab Book, price one dollar, gives the complete and detailed directions for raising squabs scientifically. The palm text book, beautifully printed and illustrated. In the beginning of the Manual, readers are advised to forget all they have read on squab raising. The early writings are antiquated and misleading and the beginner who starts with the common methods will work away from them just as we did. There are many points to be considered and in our Manual we give them all in plain, precise terms, so that even a boy or girl will not be puzzled, but will go straight ahead from the start. Here are a few of the points covered; for lack of space we cannot go more than hint at the very full contents of the work:

An automatic plant. Using time to best advantage. How to handle 100 pairs of pigeons as easily as one pair. Skilled labor not necessary as in poultry raising. Where ancient s, stethoscopes are faulty. How many pairs with which to start. Squabhouse and flying pen. Details for construction. Dimensions of the nestboxes and how to erect them. How to buy and build a pen to arrange the flooring to keep out the rats and dampness. Ventilation. Leaving shingles off one end. How to get plenty of sunlight. Management of windows in the north side of house. Use of passageway behind nestboxes. Separating the nests. Numbering the nests. The card index. Number of roosts necessary and how to build them so as to prevent soiling. Use of the egg crate or wind-break. How to prevent the droppings from banking up. Size of nestbowl used. A self-cleaning nest. Avoiding deformed legs in the squabs.

Flying pen and fittings. Proper mesh of wire to use. Weaving the tie wire. Location of the feed trough. Mode of using the bath pan. Trelilling under the squabhouse. Construction of the feed trough in interior of squabhouse. Kinds of nests to avoid. How to remodel a poultry house. Passageway not needed. How to use a garret or barn loft. How city people raise squabs without any ground. Utilizing the upper part of a barn or poultry house. How to feed. Variations in the diet. What to feed in the moulting period, or time of extra strain. Management of the salt, oyster shells and grit. Where to keep the nesting material and how to assist the birds in their use of it. Selection of the commonest feeding lessons and all the details of "clean-up" kind of feeding. Avoidance of an uncertain supply of food. No fear of the pigeons gorging. Salt fish and preparations of mortar and grit. How to feed the dainties. The relation of feed to the size of the squabs. Bathing habits of the birds. Management of the bath pan in cold weather.

Breeding habits. Making the nest. Elaborate and rudimentary nests. "Driving" the hen. Laying the first egg. Time of laying the second egg. Unequal hatching periods. When an egg is not incubated. One squab getting more than its share of food. How to exchange the squabs. How the squab is sexed. Observation of the squab eggs, and the cutaneous and sexual characters of the squabs. How to prevent the "hatch"ing at ten days. When the "hatching" begins again. Two sets of squabs at the same time from both birds. Extra work for the cock. Need of two nests demonstrated by the second laying. Taking turns in covering the eggs. Use of scraper. Whitewashing and seeding.

How to mate. Equal number of cocks and hens in the same pen. Use of the mating coop or hutch. The addition of new blood. How to replace a lost mate. Refusal to mate in the mating coop. Determination of the sex. Several different ways used to fix the sex positively. Differences in the early development of the sexes, to compare the value of Runts and Homers. Qualities which make the Homer valuable and how to accentuate them. Relation of color of feathers to the efficiency of the bird. Value of white-feathered birds. Dark-skinned squabs. Purking feathers occasionally from the undressed squabs.


How to kill and cool the squabs. Proper dislocation of the neck. The right way and the wrong to hold the hands. Proper time of killing. Cooling the killed squabs. Importance of learning the right way. How to hang them from studding. Keeping away cats and mice. Arrangement of the finish nailing so as to get a count. Driving off the animal heat. Clean crops. How to ship the killed squabs. When to pick the feathers, if you are delivering them plucked. Use of ice. Squabs that put on feathers after being killed.


Bookkeeping. Marking the young squabs. Initials and numbers on the card index. Matting by the cards. Figuring ahead for the hatchings. Figuring the amount of grain needed by a flock.


Cheap breeders are expensive. Difference between the common and Homer pigeons. Characteristics of the Homer. Habits of the intelligent Homer contrasted with the habits of the common bird. Importance of starting with thoroughbred stock. Taking away desirable qualities from the Homer by mating with other varieties. Played out Homers sold by breeders cheap when they no longer prove profitable.

Manure bought by tanneries. Soap in alkali. Manure should pay for one-third of the grain bill.

How to estimate the number of pairs of pigeons which a certain house will accommodate. Variation in the size of the flying pen. Number of birds which can profitably be kept in one pen or in one flock.

A few days leave in the killing of the squabs. Sorting properly so as to get the highest price from the dealer. How one dealer remodelled a hog pen. A location near the sea. How to utilize a brook or river on your place.

Advice to beginners on starting. How much money to put into buildings and how much into birds. Management of the flock in the summer time.


A wet sink cheaply constructed for the bath pan. Piping the squabhouse for running water if you can afford it.

Full explanation of inbreeding and how to avoid it. Habits of the pigeon in a wild state. Darwin's experiments. Breeding for size and plumness. Mastering the matings. Management of the young squabs if you wish to keep them alive and increase your flock. Breeding for finer plumage. How to handle thoroughbreds.

Substitutes for food materials which are scarce in certain sections of the country. Use of buckwheat, millet, oats and
the foods of various localities. Grains that produce fat and
those which do not.

Detailed construction of the self-feeder, How to make and
apply the seamless band. Details of the tinning of the
squathouse.

Questions answered, Packing in layers, Discoloration of the
meat. Sex of each pair of squabs. Mating in one house.
Larger sizes. Observation to determine sex. Details as to
shingling. Mating of cock with two hens. Throwing
squirbs shipped to them. Squab buyers in the eastern markets
gaining squabs from our customers as far west as South Dakota.

Express charges a small item in shipping. Details of the mar-
kets in all sections.

Need of health grit. Weaning the young birds. The killing
machine, how to build and operate it. Nestboxes built with
removable bottoms, Insect sprayer, Squabs in Chicago.
Squab market in the large cities is maintained by this
method, or other table supplies. Management of bath pans. How cus-
tomers get high prices for Plymouth Rock squabs. Business
management of a plant. Red and white wheat.

History of the Carneaux. How they excelled as breeders.
Experiences in breeding them, How to breed fifteen pairs of
squabs from one pair of Carneaux in one year. Plymouth
Rock Carhones, Carneaux and Homers in same pen. More
about how to tell sex. How to keep down an excess of coocks.
Squathouse of two and three stories. Squabs fed artificially.
Nests on the floor. How to get rid of rats and mice. How
to make perches. Pittsburg market. Low quotations.
How to kill eggs. Breeding true to color. Sulphur or iron
water. Pigeons that fly away. No coal ashes. Temporary
pen and breeding pen. Twigs for nesting material. Clamor-
ing for squabs in the State of Washington. Squabs in Okla-
ahoma and Indian Territory.

The last edition of our Manual, the National Standard
Squab Book, which we are now selling, has illustrations which
are especially good, showing as they do actual photographs
the different kinds of grains and grits used in squab raising,
the good and the bad kinds, etc. These new pictures, educat-
ing the squab breeder to buy the right kinds of feed, are thirty
in number. The illustrations are worth a dollar, and to those
who buy our Manual and our Squab Book, we ask the

We are told by buyers that they “would not take $25 for it
if they could not get another copy,” “worth ten dollars,” etc.
On page 308 will be found the Egg Secret article. It is told
there how to build up a big flock quick, hatching only the eggs
of the largest birds. No small squabs are hatched at all.
You judge the bird in the egg without waiting for it to hatch,
thus saving weeks of time. No apparatus required, only
expert knowledge applied with common sense. Applies to
breed of pigeons. This one article alone is worth ten times
what we ask for the whole book.

Additional articles in our latest Manual are as follows:
How to build a market in Boston, why I gave up chickens
in favor of squabs, how to get good feeders, how to keep mice
out of grain troughs, a new way to cook squabs, how to venti-
late with burlap windows, how a Missouri breeder ships squabs
to Pittsburg, how to feed green vines, how the city marketmen
want squabs, when and how to transfer squabs, how to make
a ten-cent shipping crate, how one New York firm sells two
thousand dozen squabs a week, matting straws for nesting,
wire door for ventilation, how to train Homers to carry news,
selling squabs by house-to-house canvass, how to bake salt
in cans, how to cure squabs in nest of canker by the Venetian
glass method, how to train to market for $2.75 a dozen,
our squab raising by the best method, how you will
prefer squabs to chickens, how a woman makes her small
flap very well, how to make valuable fertilizer with pigeon
manure, recipes for squab pie and braised squab, how a Utah
breeder started small and grew up big, how a big Ohio plant
ships squabs, how to use twigs for nesting material, what
one pair of Carneaux produced, Delaware hotels paying $4.50
a dozen, Canada squabhouse built of cotton cloth, North Caro-
lina squabs in open air, horse radix and split peas, how to sell
squabs for five cents an ounce, how to take pigeon pictures,
how to get a squab market booming, how to kill and pack
for a city trade.

We sell the one-dollar book on these terms: Money-back
Guarantee. (We first made this guarantee in 1901, showing
confidence in this Manual, and experience has proved that
No one likes it, we will refund the entire price of the
National Standard Squab Book, to be the most complete
and best squab instruction book published and that it will give
satisfaction to the purchaser.) If you do not like it when you
get it, and do not think it worth one dollar, write us forthwith,
telling us your objections, and when we get your letter we will
immediately refund your money, so be the book unwrapped
and send us a receipt of it if we will refund the one dollar which
you paid for it.

PLYMOUTH ROCK SQUAB COMPANY
Elmer C. Rice, Treasurer.

The facts in our Manual are absolutely indispensible and
you can obtain them nowhere else. Nobody should undertake
the breeding of squabs until he or she has given careful, intel-
ligent study and thought to this book and made plans accordingly.

PRICE OF MANUAL, ONE DOLLAR PER COPY, POSTPAID

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This is the Book which Made a New Business of Squab Raising Read What They Say About It

Our Manual, the National Standard Squab Book (by Elmer C. Rice), price postage paid, one dollar, was the first and original. It contains five times more reading matter and pictures than any of its score of imitations, and the instructions it gives are tried and true. Its facts are obtainable nowhere else. It is kept up to date by revision and reprinting annually. It is a phenomenal success, having established a new record in live-stock literature, not only in sales, but in the character of the endorses given it. In the new Manual, Mr. Rice has completely revised and re-written the whole subject and brought everything up to date, and in its new form his book is the clearest, best illustrated, most comprehensive and most practical work, not excelled by anything in the live-stock line. Neither effort nor money has been spared in its publication, and the author was aided in his work of revision and preparation of new matter by over five hundred of those who had bought the first publication of his writings, among them being some of the oldest and most experienced pigeon fanciers and breeders in the United States. To show the high character of this work, we print herewith a few of the thousands of letters we have received. (The full addresses of any of these writers will be supplied, if desired.) We guarantee that you will be satisfied with this book when you get it, and will take it back and refund the money you paid for it if it does not please you and is not all and more than we claim for it.

"Very useful. I could not get along without it. I have not lost one pigeon since using it. I paid $5.00 for it. I have no greater expense. The best treatise on pigeon keeping that has come to my attention. Strong details."—L. E., Jay, New York.

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"I find Rice's Manual in a class by itself. It is stamped on every page. I cannot name the one of the best I have ever had on squab raising. Any one interested in pigeons can get much advice from it that would require years of experience."—R. J., Jones, New Jersey.
...to gain. Your Manual shows clearly what was gained by years of practice.”—John N. G. Long, Pennsylvania.

The most authentic book of the kind I have ever read.”—P. C. Swift, Delaware.

Very plain to me, there being no terms I cannot understand.

Admirably planned and executed, treating every phase of the subject in a plain but thorough manner.”—C. M. Roberts, New York.

I have read your Manual through very carefully and with much satisfaction. I am anxious to gain some knowledge of the pigeon business. I have bought a number of books written by various breeders on this subject. I must say yours is the most complete and contains more valuable information for the beginner than any book I have read. Every point is clear. I do not see anything that can be improved. J. New Jersey.

I was highly pleased. Tells the essential points and in a way that can be understood.”—L. E. Baird, Illinois.

Every point was clear to me after reading your book.”—John Elliott, Illinois.

Very nicely bound and well worth the price asked.”—F. P. Storms, New York.

I spent ten dollars for poultry information which was so contradictory that I threw them all into the Atlantic and vowed I never would have one near me. I then got your information, and everything has been so clear and concise that I have no hesitancy in knowing what I will do.”—R. W. Webb, New York.

I am delighted with your book. I have read hundreds of pigeons in England and can plainly see the knowledge your book is founded upon is common sense facts.”—W. Alexander, Illinois.

I have read your book very carefully and am pleased to say it is the most complete. Every point is clear from any other that has come to my notice.”—C. Lewis Bill, Connecticux.

Your work is ahead of anything I have read.”—P. Main, Ohio.

I think the advice you give in your Manual are the best I have ever read on the treatment of pigeons.”—Mrs. Ida B. Gable, Connecitucut.

I have read many other work on the subject, but did years ago raise fancy pigeons, and had I read your work at that time my success would have been far greater than it was.”—H. M. Cloes, Ohio.

I liked your book very much and if everybody would use its advice we would raise lots of squabs.”—John L. Wilson, Pennsylvania.

...very pleased with the plain, concise directions for breeding, which is very helpful.”—B. Enslow, New York.

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"Most interesting; little I can see that can be improved.”—E. D. F. Brady, District of Columbia.

"I have read and re-read it with more than pleasure.”—Dr. B. G. Potter, Pennsylvania.

"Most complete in detail of any work on pigeon breeding I have read. I have kept pigeons for many years but believe there is more profit in the use of your methods.”—W. M. Batiner, Pennsylvania.

"Complete in every way.”—Wilbur Howes, Massachusetts.

"Have found your advice very helpful."—M. L. Dillon, Indiana.

"Very complete and remarkably graphic.”—Lewis G. Edwards, New York.

"The most satisfactory I have ever seen. I do not see how your method can be improved upon.”—J. C. Davis, North Carolina.

"Every point of breeding for squabs is well taken care of.”—Clarke, Connecticut.

"From the standpoint of one who has never bred a pigeon but who has considerable experience in poultry, I would say that your book is a clear and concise statement of the subject that I have ever read.”—D. E. W. Vreeland, New Jersey.

"You have treated the different subjects so thoroughly that I hope others will use your work and you can improve your Manual.”—T. P. Burtt, Jr., New Jersey.

"You have treated the different subjects so thoroughly that I hope others will use your work and you can improve your Manual.”—T. P. Burtt, Jr., New Jersey.

"I received the Manual and magazines and was delighted to the greatest extent with each. I never realized before how much really interesting information and reading matter was available in your work. I have already recommended it to several people whom I met, and I am sure the knowledge I received, I half expected a thin paper-bound pamphlet half filled with uninteresting ads, but was happily disappointed in my expectations.”—Stuart B. White, Illinois.

"A word about your Manual. I must say that it is the greatest book I have ever read on pigeons. It is worth five times what you ask for it.”—S. Scott, Pennsylvania.

"Your Manual is a priceless gem.”—Samuel G. Clarkson, New York.

"I must say that it beats any book for the money that I ever saw. I would send this a year's worth for mine if I knew I could not get another one.”—H. L. Dickinson, Florida.

"I have your 1908 Manual, and as I have had some experience in raising squabs, I consider your book the most sensible advice ever written on the subject.”—H. J. Martinson, Minnesota.

"There is no better book on earth about squabs. I have had several kinds and they don't describe anything like you do.”—Walter Williams, New York.

"It is not only a well-made book, but the information given in it seems to be all that is needed by beginners and homemakers.”—A. L. Reed, West Virginia.

"To say I am pleased with it would be inadequate to express my feelings. Each chapter on squab house and fittings has been worth to me many times the price I paid for the Manual. I have not read all the rest of the book which I find in the pigeon raising of squabs, but I have read quite a few and I say without any hesitation that your treatment of the subject is quite as good as any I have seen.”—J. T. Black, Blackcay, Massachusetts.

"I have been interested in pigeons for years. Some twenty years ago I was much interested in pigeons, and your National Standard Squab Book is to say the least the most complete treatise on pigeons I have ever read, is highly instructive and contains a mass of essential points to mention details.”—George F. Biddle, Ohio, New York.
PLYMOUTH ROCK WAY OF SELLING

How We Back Up Our Pigeons—One Price to All—Safe Delivery and a Square Deal to All—If the Pigeons Are Not Perfectly Satisfactory After Three Months’ Trial We Don’t Want You to Keep Them.

One price to all; no deviation from this price-list; no secret discounts or rebates. We guarantee safe delivery of all pigeons. We give the customer three months to try them. If, after seeing them for three months, he is displeased with all or any part of them, he may write us to that effect and we will either replace the birds he does not like, paying all express charges, or take back the pigeons and refund to the customer the money he paid us for them.

WE SORT OUR HOMERS INTO TWO CLASSES

THE Homers which we sell for breeders are sorted by us into two classes, for size, Number One (or Jumbo) Plymouth Rock Homers, and Extra Plymouth Rock Homers. The Extras are larger than the Number Ones (or Jumbos) and will breed a larger and heavier squad for which the breeder gets more money, so we ask more for them. Pigeons, like all animals, do not come precisely the same size in the breeding. Squads are sold by the dozen and the more they weigh to the dozen, the more money they bring. For this reason our big Extra Homers are worth more than the Number One Homers.

WE INTRODUCED THE BIG HOMERS

Our Extra Plymouth Rock Homers were a revelation to the markets of this country. Previous to their introduction by us, the best squads weighed seven pounds to the dozen. It was stated in the books and poultry press ten years ago that Homers able to breed squads weighing eight pounds to the dozen did not exist. Our Extras breed squads weighing steadily from nine to twelve pounds to the dozen. Their size and beauty are everywhere recognized, and they are the standard for comparison. For testimony as to prolificacy, size and weight of squads, see the letters from customers printed at the back of The National Standard Squab Book. Our stock is improving every year. Get these fine Homers at first hand by trading direct with us. We have no agents. If anybody offers you something “just as good” as Plymouth Rock Homers, or “better mated,” he is simply trying to trade on our reputation. Avoid disappointment and send your order direct to us.

WE SEND OUR CULLS TO MARKET

One of the reasons for the success of our customers with our Homers is, that we sort our birds with extreme care and ship only perfect specimens fit for breeding. We send in every week to Boston market, to be killed, all the culls, such as birds with any imperfections, or which are poor breeders.

BANDING, MATING

Many beginners are puzzled as to the sex of pigeons, even after observation. We mark our birds with a strong V-joint band, placing the band on the right leg of the male bird and the left leg of the female.

The skillful work of mating is done in our plant by trustworthy men of experience who have been in our employ almost as long as our business has been founded and to aid them they have the best equipment, including one long house (illustrated in Manual, fitted expensively with hundreds of coops), heated by hot water and given up entirely to mating. Two men give their time (to this mating each day. Nobody is more willing, or can do more, to supply more satisfactory or better mated Homers than we can. Customers are invited to visit our farm, and if they wish, see their orders filled to their perfect satisfaction. We receive visitors on any days except Sundays and holidays; we do not work then and neither sell nor show stock on those days.

Our equipment of large pens for catching mated pairs while driving, small pens for keeping flocks at work the desired time, and other devices, are complete. We were the first to give the “trap-nest” a trial, but abandoned it, as it cannot be depended upon, catching two birds of the same sex as often as a pair. The method of catching mated pairs while they are driving (which some advocate) is good in some months of the year, and is employed then, but in other months is useless. If any special method of mating has been recommended to you and you prefer it, specify that when you order of us and we will fill your order accordingly. Orders for color of plumage, mating, banding, etc., filled according to specifications.

If you live remote from us, and have visited a plant near you or have read about one, and wish your order made up in any manner specially recommended to you, we can fill your order to suit you perfectly.

SAFE DELIVERY GUARANTEED

Our Homers are pure breed and are adults, of prime breeding age, ready for quick laying. We guarantee safe delivery. We send out nothing but strictly first-class stock. We do not sell any young birds (whose sex is impossible to determine). We send a certificate of pure breed with Canadian and other foreign shipments so that no duty is exacted. Our Homers are duty free.

You should not have other than even pairs to begin. Beware of pigeon jobbers retailing so-called Homers as low as 75 cents to $1.25 a pair, calling them "Homers, guaranteed properly mated," Such birds are picked up everywhere,
PRICES THE LOWEST AT WHICH RELIABLE BIRDS CAN BE SOLD

some lots being all cocks and no hens. Such advertisers are irresponsible, have no rating, and their guarantee means nothing. They have no facilities for furnishing "properly mated pairs," and no intention of really guaranteeing the sex of the birds they ship.

Our interest in our customer does not end with the sale of breeding stock. We expect to assist him to make money with the birds and to teach him the business. That our birds and our helpful methods and wonderful our "Letters from Customers," and "Stories of Success" demonstrate. We challenge any pigeon or squab breeder, or any breeder of live stock anywhere, to show a record for fair dealing in volume or character equal to this.

Imitators copy our books and our methods unblushingly. Look out for them—get only the genuine Plymouth Rock Homers. We control our wood pulp nestbowls and these cannot be sold except by us without infringement.

No. 1 PLYMOUTH ROCK HOMERS

For sale as follows, these prices being the same to all, no matter where customer lives:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three pairs</td>
<td>$6.00</td>
</tr>
<tr>
<td>Six pairs</td>
<td>12.00</td>
</tr>
<tr>
<td>Twelve pairs</td>
<td>24.00</td>
</tr>
</tbody>
</table>

Twenty-four pairs .................................. $48.00
Forty-eight pairs ................................ $96.00
Ninety-six pairs .................................. 192.00

And so on. No order filled for less than three pairs.

**EXTRA PLYMOUTH ROCK HOMERS**

For sale as follows, these prices being the same to all, no matter where customer lives:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three pairs</td>
<td>$8.25</td>
</tr>
<tr>
<td>Six pairs</td>
<td>16.50</td>
</tr>
<tr>
<td>Twelve pairs</td>
<td>33.00</td>
</tr>
<tr>
<td>Twenty-four pairs</td>
<td>66.00</td>
</tr>
<tr>
<td>Forty-eight pairs</td>
<td>132.00</td>
</tr>
<tr>
<td>Ninety-six pairs</td>
<td>264.00</td>
</tr>
</tbody>
</table>

And so on. No order filled for less than three pairs.

Above prices are for Mated Pairs. Birds Banded, cocks on right leg and hens on left leg.

**PLYMOUTH HOMER HENS**

We can supply Plymouth Rock Female Homers in any quantity, both No. 1 hens and Extra hens.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price of Plymouth Rock No. 1 Homer Hen</td>
<td>$1.00 each</td>
</tr>
<tr>
<td>Price of Plymouth Rock Extra Homer Hen</td>
<td>1.50 each</td>
</tr>
</tbody>
</table>

Express charges paid by customer. (Cocks at same prices.)

---

SPECIAL OFFERS

Express and Freight Charges Prepaid. Order one of these and you pay nothing for transportation.

W e sort our Homers into two classes, No. 1 and Extra. The largest birds we call Extras. They will breed a larger and heavier squab for which the breeder gets more money, so we ask more for them. Pigeons, like all animals, do not come precisely the same size in the breeding.

The following special offers may be ordered by number. Send us an express or post office money order or bank draft and in your letter say, "Send Special Offer No. 1," No. 2, or whichever you prefer, and we will fill your order accordingly.

The quotations given in these special offers are for Mated Pairs, birds banded, cocks on right legs and hens on left legs.

If you wish your order filled in any manner which has been recommended to you, specify when you order.

**WE PAY EXPRESS AND FREIGHT CHARGES ON THESE SPECIAL OFFERS.**

And Supplies will be Delivered Free to Your Nearest Railroad Station in the United States and Canada. Special offers for sea voyages will be placed free on board the nearest steamer at these prices plus any extra charge for cooping and feed for ocean voyages. Transportation for ocean voyages at the risk and expense of consignee. Our guarantee stops at the steamship.

**SPECIAL OFFER NO. 1, Thirty-six Dollars**

Send us Thirty-six Dollars and we will ship you Twelve Pairs of our Extra Plymouth Rock Homers, Express Charges Prepaid, to your nearest railroad station, any point in the United States or Canada. We will send one pair free, or 13 pairs Extra altogether. We will send also, in addition to the pigeons, one drinking fountain, one bath pan and two dozen nestbowls (or other supplies which you may prefer, of equal value, $3.15) and Prepay the transportation charges on all.

**SPECIAL OFFER NO. 2, Nineteen Dollars**

Send us Nineteen Dollars and we will ship you Six Pairs of our Extra Plymouth Rock Homers, Express Charges Prepaid, to your nearest railroad station, any point in the United States or Canada. We will send also, in addition to the pigeons, one drinking fountain and one dozen nestbowls (or other supplies which you may prefer, of equal value, $1.75) and Prepay the transportation charges on all.

**SPECIAL OFFER NO. 3, Ten Dollars**

Send us Ten Dollars and we will ship you Three Pairs of our Extra Plymouth Rock Homers, Express Charges Prepaid, to your nearest railroad station, any point in the United States or Canada. We will send also, in addition to the pigeons, one drinking fountain and a dozen nestbowls (or other supplies which you may prefer, of equal value, $1.25) and Prepay the transportation charges on all.

**SPECIAL OFFER NO. 4, Eight Dollars**

Send us Eight Dollars and we will ship you Three Pairs of our No. 1 Plymouth Rock Homers, Express Charges Prepaid, to your nearest railroad station, any point in the United States or Canada. We will send also, in addition to the pigeons, one drinking fountain and a dozen nestbowls (or other supplies which you may prefer, of equal value, $1.25) and Prepay the transportation charges on all.
SPECIAL OFFER NO. 7, Two Hundred Seventy-five Dollars

Send us Two Hundred Seventy-five Dollars ($275) and we will ship you the following goods, both express and freight charges prepaid to your nearest railroad station, any point in the United States or Canada:

100 Pairs Extra Plymouth Rock Homers (104 pairs will be sent, four pairs free).

Eighteen dozen nestbowls.

Eight bath pans.

Six drinking fountains.

(Or other supplies or more pigeons, which you may prefer, of equal value, $23.70.)

SPECIAL OFFER NO. 8, Eight Hundred Dollars

Send us Eight Hundred Dollars ($800) and we will ship you the following goods, both express and freight charges prepaid, to your nearest railroad station, any point in the United States or Canada:

300 Pairs Extra Plymouth Rock Homers ($121 pairs will be sent, twelve pairs free).

Fifty-four dozen nestbowls.

Twenty-four bath pans.

Eighteen drinking fountains.

(Or other supplies or more pigeons, which you may prefer, of equal value, $77.10.)

PLYMOUTH ROCK HOMER HENS

We can supply Plymouth Rock Female Homers in any quantity, both No. 1 hens and Extra hens.

Price of Plymouth Rock No. 1 Homer Hens, $1.00 each.

Price of Plymouth Rock Extra Homer Hens, $1.50 each.

Express charges paid by customer.

PRICES FOR SUPPLIES

If you wish supplies in addition to what are named above, order on the following basis:

Nestbowls 9 cents each, $1.08 a dozen, $12.96 a gross.

Net for catching pigeons, 70 cents. By mail, 82 cents.

Liquid disinfectant and ice-killer, $1.25 a gallon.

Insect sprayer, 50 cents. By mail, 60 cents.

One gallon disinfectant and sprayer combined, $1.50.

Drinking fountains, 75 cents.

Bat pans, 40 cents.

Cleaning trowel, 50 cents. By mail, 60 cents.

Cleaning scraper, 25 cents. By mail, 33 cents.

Floor chisel for cleaning, 50 cents. By mail, 70 cents.

Three-cornered scraper for cleaning, 40 cents. By mail, 50 cents.

Health grit $2 per 200 pounds. No order filled for less than 200 pounds.

Oyster shell, pigeon size, 75 cents per hundred pounds; fifty pounds, 40 cents.

No order filled for less than 50 pounds.

Pigeon peanuts $2.50 per hundred pounds.

Canada peas $4.00 per hundred pounds.

Hempseed, 6 cents a pound; 100 pounds, $6.

No order for grain less than 50 pounds in amount will be filled except in the case of hempseed, of which 25 pounds is the smallest order taken. If you send us a check, be sure and add ten cents to the amount to pay for the cost of collecting the check which our bank charges.

We Have Fast Express Transportation and Low Rates

We ship promptly, with the customer fully advised as to receipt of money, time of shipment, etc.

The inter-state express companies give us low rates and quick service. They charge no more for carrying a shipment of Homer pigeons than for ordinary merchandise. Our Homer pigeons go everywhere by express at the single or merchandise rate. This is not true of most animal shipments. The usual animal shipment is figured at the double rate, or the one-and-one-half rate.

The express messengers on all the routes leading out of Boston are accustomed to the rate of our birds in transit. We send grain with the birds as the distance requires, and the shipments are carefully fed and watered until destination is reached.

The express companies give us a fast service via the New York, New Haven and Hartford Railroad, Boston and Maine, New York Central and connecting lines. The special American Express trains make better time than ordinary passenger trains, running forty miles an hour through from Boston to Buffalo, Cleveland, Cincinnati, Detroit, Chicago, St. Louis, Milwaukee, St. Paul, Minneapolis, etc. They leave Boston at 3, 5.27, 6.30, 7 and 11 p.m. To show you how quickly our pigeons will get to you by this service, we give the following times of arrival of train which leaves Boston at 3 p.m.:

- Albany, N. Y., 9.40 p.m., SAME DAY.
- Buffalo, N. Y., 7.40 a.m., NEXT DAY.
- Chicago, Ill., 8.40 p.m., NEXT DAY.
- Cincinnati, O., 6.50 a.m., SECOND DAY.
- Dallas, Texas, 9.35 p.m., THIRD DAY.
- Denver, Colo., 7.15 a.m., THIRD DAY.
- Detroit, Mich., 12.50 p.m., NEXT DAY.
- Fort Scott, Kansas, 12.15 a.m., THIRD DAY.
- Greenville, Miss., 12.15 p.m., THIRD DAY.
- Jackson, Tenn., 6.05 p.m., SECOND DAY.
- Kansas City, Mo., 2 p.m., SECOND DAY.
- Louisville, Ky., 7.30 a.m., SECOND DAY.
- New Orleans, La., 8.30 a.m., THIRD DAY.
- St. Paul, Minn., 11.30 a.m., SECOND DAY.
- Washington, D. C., 11.11 a.m., THIRD DAY.

If you live near one of the above cities, or in the country between two of them, you can figure for yourself within a few hours of the short time necessary for the pigeons to reach you.

Canada shipments by the American or Wells-Fargo companies. We reach Mexico, Cuba and Porto Rico safely, making special provision for the feeding of the birds.

The express charges on one of our baskets containing twenty-four to twenty-six pigeons from us to you are small because the birds are light, and pigeons do not make a bulky shipment. See the following figures for estimates on one basket. If you

PIGEONS SHIPPED BY EXPRESS

This is the wage of one of the intermediate express companies, and is seen standing at the end of one of our houses loaded with shipments of breeding stock on their way to the railroad station.

buy two dozen or three dozen or four dozen or more pairs, the charges will not be two or three or four times what these are, because for a heavy shipment the rate is proportionately smaller:

- Alabama $1.60, Arizona $4, Arkansas $1.75, California $4.50, Colorado $3.50, Connecticut $0.50, Delaware $0.50, District of Columbia $0.50, Florida $1.75 to $2.25, Georgia $1.50, Idaho $4, Illinois $1.25, Indiana $1.10, Indian Territory $1.75, Iowa $1.50, Kansas $1.75, Kentucky $1.10, Louisiana $1.75, Maine 50 cents, Maryland 90 cents, Massachusetts 30 cents, Michigan $1.00, Minnesota $1.60, Mississippi $1.75, Missouri $1.50, Nebraska $1.75, New Hampshire 30 cents, New Jersey 80 to 90 cents, New Mexico $3 to $4, New York 50 to 90 cents, North Carolina $1.40, Ohio $1, Oregon $4, Pennsylvania 70 cents to $1, Rhode Island 40 cents, South Carolina $1.50, South Dakota $1.75, Tennessee $1.50, Texas $2.10 to $2.50, Utah 70 cents, Virginia $1, Washington $4 to $4.50, West Virginia $1, Wisconsin $1.50.

Avoid transportation charges by ordering one of our special offers, both freight and express charges prepaid by us.

25
NOTICE SIZE OF GENUINE PLYMOUTH ROCK CARNEAUX

Plymouth Rock Carneaux
Red Plumage Splashed with White

Price $2.75 and $3.75 per Mated Pair

We introduced the Carneau to America from Belgium beginning in 1907, in large importations, and these beautiful pigeons, larger than Homers, have made a hit unprecedented in squab raising. Their popularity is constantly increasing. The Carneau (pronounced car-no; plural Carneaux, pronounced the same) breed is comparatively new to this country. Our Extra Carneaux breed squabs weighing over a pound apiece. Plumage almost invariably copper red (rare specimens yellow) splashed a little with white; long body; broad breast; shape of head and body, and poise of body, different from other varieties; quiet disposition, not so timid as other breeds; meat of squabs uncommonly white; have no homing qualities; they may be allowed to fly, if desired, after a fortnight’s confinement; will stay around the place where they are fed, will not try to fly back to place where bred; feed their young steadily and well; breed nine to ten pairs of squabs per year; are housed, fed and handled same as Homers; strong, rugged build. For complete description of this wonderful breed, see our Manual, pages 227 to 237, including many letters from customers in which they tell in their own words their experiences with Plymouth Rock Carneaux as to rate of breeding, size of squabs produced.

The Carneaux as we found them in Belgium were red plumage splashed with white. Such are the true Carneaux. We sell Carneaux only in red plumage splashed with white. There are splashes vary in size and on some birds are quite large, on others small. Now and then an all-red or all-yellow bird will be produced, also yellow splashed with white, but such colors are rare.

No Carneaux come exactly the same size in the breeding. We have two grades of our Carneaux, No. 1 and Extra. Our Extra Carneaux are larger and breed a larger squab and that is why we sell them at a higher price. The photograph on this page shows clearly the remarkable size of our Extra Carneaux. We formerly sold the Extra Carneaux at eight dollars and six dollars a pair but on account of the increased demand, increased supply, and larger volume of traffic, we are now able to offer these fine birds for only $3.75 per mated pair.

EXTRA $3.75

EXTRA PLYMOUTH ROCK CARNEAUX $3.75 per mated pair, banded, cocks on right leg, hens on left leg. Orders filled for one pair or more. One pair $3.75, two pairs $7.50, three pairs $11.25, four pairs $15.00, five pairs $18.75, six pairs $22.50, and so on. Express charges prepaid to any railroad station in the United States and Canada on orders for six pairs or more.

No. ONE $2.75

NO. 1 PLYMOUTH ROCK CARNEAUX, $2.75 per mated pair (same price as our Extra Homers), banded cocks on right leg, hens on left leg. Orders filled for one pair or more. One pair $2.75, two pairs $5.50, three pairs $8.25, four pairs $11.25, five pairs $13.75, six pairs $16.50, and so on. Express charges prepaid to any railroad station in the United States and Canada on orders for six pairs or more. (For the special offers on pages 21 and 23 of this booklet, you may have No. 1 Plymouth Rock Carneaux in place of the Extra Homers if you prefer them.)

HOMERS OR CARNEAUX, WHICH?

We are often asked which we recommend, Plymouth Rock Homers or Plymouth Rock Carneaux. We recommend both but on account of the higher selling price of Carneaux, we advise the purchase of more Homers than Carneaux. By the sale of Homers the production of the Carneaux may be doubled, as explained in our Manual. Separate breeds of pigeons should be kept in separate pens; we do not recommend that both Homers and Carneaux be kept in the same pen. We do not sell young Carneaux. We sell only the mature adult mated pairs.

Copyright, 1916, by Plymouth Rock Pigeon Co.  
EXTRA PLYMOUTH ROCK CARNEAUX
WE SELL ALL KINDS OF SUPPLIES

IMPORTED WOOD PULP NESTBOWL

Made in one size only (nine inches diameter of bowl). We sell the bowls only (not the bases). Some customers screw the nestbowl directly to the bottom of the nestbox, which is removable, as per illustration. Figure 3. Other customers who have nestboxes with solid bottoms use a base or block of wood seven inches square and about three-quarters of an inch thick, and screw the nestbowl to this base block, to give stability. The construction of nestboxes which we illustrate herewith is good because cleaning can be better done. The bottoms of the nestboxes are removable and rest on cleats, as the picture shows. The cleats are seven-eighths or one inch square, and are nailed to the uprights. Figure 1 shows the bowl screwed to a base, the perspective view. Figure 2 shows one-half cut away, making plain how the screw is driven down through the center of the bowl. There is a hole already made in the bottom of every bowl to make this work easy. In addition to the screw, it is well to drive in two small brads to prevent the bowl from turning when it is being cleaned. We also send a metal washer for each bowl to be placed under the head of the screw.

These wood pulp nestbowls have all the advantages of the wood bowls which we formerly sold and are indestructible, cannot warp or splinter, as some of the old-style wood bowls would do when made of improperly seasoned lumber.

The success of these wood pulp bowls was quickly demonstrated, and now we sell nothing else.

PRICE OF WOOD PULP NESTBOWL, 9 CENTS EACH complete with screw and washer. No charge for packing. No order filled for less than one dozen.

We make this wood pulp nestbowl in one size only as above specified (two sizes are not necessary because the feet of the squabs do not sprawl as in the case of earthenware nipples). You will need one pair of nestbowls for every pair of pigeons (in other words, one nestbowl for every pigeon). If you order 24 pairs of breeders you will need 48 nestbowls. If you order 96 pairs of breeders you will need 192 nestbowls.

- Price of one dozen: $1.08
- Price of two dozen: 2.16
- Price of six dozen: 6.48
- Price of twelve dozen (one gross): 12.96
- Price of ten gross: 129.60

NO ORDER FILLED FOR LESS THAN ONE DOZEN

Beginning January, 1914, these Plymouth Rock wood pulp nestbowls will be IMPORTED by us, very special first-class quality.

IMPORTANT SHIPPING NOTICE

One dozen of these wood pulp nestbowls, in a package ready for shipment, weighs eight pounds. Two dozen weigh sixteen pounds. One gross, ready for shipment, weighs 110 pounds.

Freight (not express) charges are based on a minimum of 100 pounds. That is, if the package weighs only eight pounds you will be charged for transportation by freight as if it weighed 100 pounds. An order for one or two dozen nestbowls should be sent with the birds. We can tie a package to the coop without increasing the express charge more than ten or fifteen cents. Of course if you order various supplies such as bowls, bath pans, drinkers, grit, shells, grain, etc., the whole amounting to from 50 to 100 pounds, the cheapest transportation in such a case would be freight.

FREIGHT ON NESTBOWLS PAID BY US WHEN BIRDS ARE ORDERED

We know our birds will breed more successfully in these wood pulp nestbowls than in earthenware, and, to make it an object for you to buy these nestbowls, you may deduct the freight charges on nestbowls from your order for birds. First order your nestbowls and other goods sent by freight, then when you order your breeders send us your freight receipt and count the amount as cash. Or you may order your birds at the same time you do the nestbowls (and other supplies) and when you get your freight receipt send it to us. If you intend to order only one dozen to four dozen bowls, do not order them ahead of your birds, but order all together and we will ship both birds and bowls together.

SQUAB-FE-NOL

Liquid germ destroyer for pigeon houses. In answer to requests from our customers, we have had this made for us to sell for $1.25 a gallon in competition with widely advertised coal-tar disinfectants of the same kind for the same uses, for which $2 and $3 a gallon are charged. SQUAB-FE-NOL should be used in the sprayer which we sell. A little goes a long way. Mix it with water in the proportion of one teaspoonful to every pint of water. Used in this manner, the gallon can which we sell will last for months. SQUAB-FE-NOL is as useful about a poultry house, stable or kitchen, as about the squabhouse. It is a disinfectant, prevents decomposition, destroys organisms and germ life, disinfects and purifies the air. The weight of the four-quart (one gallon) can which we sell for $1.95 is ten pounds. We sell SQUAB-FE-NOL in only one size of can. No order filled for less than one gallon. The can has a strong, screw-cap cover, and goes safely by express, along with birds, or by freight with other goods. Price, per gallon, $1.45.

INSECT SPRAYER

Pigeons have a long feather louse which is not harmful. The mite which causes the only trouble is small, about the size of a pin-head, called the red mite, because after it has sucked the blood of the pigeon it is colored red. We have gone a whole season without seeing any of these mites in our breeding
CATCHING For yourself rows, extra be general in inches used. two ing from squab dollars. More. keep to together manure should nestbowls, FOR These nests barrel poured it once a week. It is good for the manure, which is poured for half a dollar a pound or more. Price, eleven cents a pound. Twenty-five pounds, two dollars.

The use of tobacco dust will not injure the manure for tanner's use.

TOBACCO DUST

Tobacco stems are sometimes used for nesting material to keep away lice. When straw or pine needles are used for nesting material, the same precaution may be taken by dusting the nests once a week with TOBACCO DUST. It is good for poultry as for pigeons. This TOBACCO DUST is often found in fancy lice powders retailing for half a dollar a pound or more. Price, eleven cents a pound. Twenty-five pounds, two dollars.

SEVENTY-FIVE-CENT DRINKING FOUNTAIN

This picture shows our ordinary two-gallon drinking fount for pigeons. It is made of galvanized iron. The hole at the bottom through which the water passes is larger than usual, so that time can be saved in filling the drinker. This fountain is thirteen inches high and seven inches in diameter. Capacity, two gallons. Price, crated ready for shipment, seventy-five cents. Weight, crated, six pounds. When birds are ordered at same time, this can be sent along with the birds in a special crate at little or no extra expense, as the express charge will be based on the total weight of both birds and fountain; a charge will not be made for each separately.

The water in this fountain is always clean, cannot be fouled by the birds. Cannot be burst by freezing. We sell this in one size only.

EIGHTY-CENT TAKE-APART FOUNTAIN

This drinking fountain is of two gallons' capacity, and is made of heavy galvanized iron. It is in two parts, top and saucer, which may be separated when cleaning. (The other fountains cannot be taken apart for cleaning.) The cone top projects over the saucer so that droppings from the pigeons cannot fall into the water. To fill fountain, hold cone top in left hand, bottom up, and pour in water to level of small hole. Place on saucer bottom up with right hand, then reverse the whole fountain and set on floor. The water drops down as used, same as in our other fountain. Fountain cannot be burst by freezing. Price of TAKE-APART FOUNTAIN, one size only, two gallons' capacity, eighty cents.

For description and prices of the popular color bands see page 34 of this catalogue.

BATH PAN

The sixteen-inch BATH PAN which we recommend and sell is better than a larger size, no matter what the capacity of your plumbing. It is more easily emptied of water, there is less strain on the arm, and it is light to clean more easily.

There should be one BATH PAN for every twelve pairs of birds. If you have about 48 pairs of birds in each unit, you should have four BATH PANS in that unit, outside in the flying pen. You can get along very well with one drinking fountain to a unit with that number of birds, or a less number of birds, but if you do not have BATH PANS enough the bathing water will get dirtier than it should and the birds should not be given an opportunity to drink this dirty water.
In the winter, when the birds are shut up in the squabhouse frequently for days at a time, it is not necessary to bathe them every day. Bathe them say once a week, taking the BATH PANS into the squabhouse and letting the pans stand before them for about an hour. If you let the water stand in the BATH PANS in the squabhouse in the winter time all day, they will splash too much out onto the floor, and the house will get damp.

If your plant is a small one, the best way for you to manage this is: At evening (sunset, sometimes before) your birds will all leave the flying pen for their nests and perches inside. Then fill the BATH PANS with water. When the following day

**CLEANING TOOLS**

A few suitable tools are a great aid in keeping a squabhouse clean. The handiest tools are (1) a square-pointed trowel to clean out the nestbowls and nestboxes; (2) a straight-bladed hand scraper to use on nestbowls and nestboxes when the manure is hard-caked; (3) a floor-chisel with a long handle to start the manure on the floor; (4) a short-handled scraper, commonly known as a tree scraper, with triangular-shaped blade set at right angles to the handle.

With these four tools, the work of cleaning every part of a squabhouse can be performed easily and rapidly.

We sell these goods as follows:

**TROWEL**

Blade eight inches long, three inches wide, best heavy steel,

*price fifty cents*. If sent by mail, add ten cents for postage.

**STRAIGHT-BLADE HAND SCRAPER**

Steel blade is three and one-half inches wide at end, tapering to two and one-half inches, and is five inches long. Total length of blade and wood handle, nine inches. Price, twenty-five cents. If sent by mail, add eight cents for postage.

**FLOOR CHISEL**

Made of best steel, blade six inches long and four inches wide. Price without wood handle *fifty cents*. If sent by mail, add twenty cents for postage. (We do not furnish the wood handle for this floor scraper. When you get it, you should insert in it a handle about four feet long—an old broom or hoe handle.)

**THREE-CORNERED SCRAPER**

Made of best steel. The blade is four inches long on each of the three sides. There is a bolt and washer for fastening the blade to the wood handle. The wood handle is eighteen inches long. Price complete with handle, forty cents. If sent by mail, add ten cents for postage.

When the above, or any of our lighter goods, are ordered at the same time birds are ordered, they can be wrapped into a strong package which may be tied to one of the baskets of birds. This will add little to the weight of the basket and the additional express charges will amount to little or nothing. Generally speaking, the charge made by the express companies for carrying a package weighing, for example, forty pounds, is not more than ten or fifteen cents in excess of the charge made for a thirty-pound package.

The four tools listed above, consisting of TROWEL, HAND-SCRAPER, FLOOR-CHISEL and THREE-CORNERED SCRAPER, sent together for $1.40. If to be sent by mail send twenty cents additional for postage.

**SQUAB-KILLING PINCERS**

On page 115 of our Manual, we picture and tell how to make out of wood a squab-killing machine, to kill squabs rapidly. Such a machine is nailed to a box or bench for use. Many of our customers prefer to kill their squabs with these pincers. The squab is held in the left hand and its neck pinched with the nippers held in the right hand. The neck is instantly broken. Squabs may be killed very rapidly with this useful tool, much faster than the necks may be tweaked or wrung. Price, thirty cents. Will be sent by mail, postage paid, for thirty-four cents.

**SQUAB-KILLING KNIFE**

This knife should be used in killing squabs for dealers which demand them bled. To use it, hang the squab alive downward by noosed cord slipped over feet, open mouth of squab with left hand, insert knife with right, and cut deep inside. The whole knife is of razor steel. The long part (see picture) is the handle. The short, curved part is the blade and takes a razor edge. The knife is five and one-half inches long. Price, postage paid, forty-five cents.

**BLAKSLEE PIGEON HOLDER**

For Homers, Carmeaux, etc. The bird is helpless and is in the best position for applying bands, both hands of operator free. This holder is also useful for weighing live pigeons or live squabs. This valuable device will save trouble and bother in the handling of pigeons. Price fifty cents. (If to be sent by mail, add sixteen cents extra for mailing expense, sending sixty-six cents money order altogether.)

**HEALTH GRIT**

It has been our experience in dealing not only with many thousands of beginners in the squab business, but also with a great many breeders of considerable experience, that comparatively few have a proper appreciation of the value of grit. Pigeons have no teeth and must have grit to take the place of teeth, otherwise they cannot prepare their food properly, and will not do well. We have had customers take the most extraordinary care with regard to the grain, but supply absolutely no grit, and then they complained because their birds...
BEAUTIFUL WHITE HOMERS, $2.75 A PAIR

We sell our White Homers in one grade only for $2.75 a pair, in any quantity. We will pay you express charges on all orders of these birds for fifteen pairs and upwards. These birds are all white plumage. They are the largest of their kind out not so large as our Extra colored Homers, and do not breed so large a squab. They are bought largely on account of their handsome plumage. A pen of them makes a pretty sight. We will fill orders for one pair or more. No better White Homers are sold at any price.

were not breeding properly, and that the squabs were not plump.
Grit is not oyster shell, nor is oyster shell grit. You must have both. The grit is needed, as stated, to grind the grain, while the oyster shell is needed to supply the constituents out of which the female pigeon forms the egg.
The yard of the flying pen must be gravelled, not grassed, and out of this gravel the birds get considerable grit. If you watch them, you will see them pecking at this gravel in the flying pen constantly. Beach sand, or sand of any kind, may be used in the flying pen instead of gravel. The flying pen yard should be renewed with fresh sand or gravel every six weeks, although it may look the same to you, you must remember that it does not look the same to the birds, for they have been going over it constantly picking out the particles which they liked. In the winter time when the flying pen may be covered with snow, it is well to keep a protected box filled with gravel or sand in the squabhouse. By a protected box, we mean a box which the birds cannot fool, but which allows the grit to fall down as fast as eaten.

HEALTH GRIT, GRAIN, SHELLS, ETC.

In a protected box in the squabhouse there should also be fed the HEALTH GRIT which we sell for $2 per 200 pounds. We have used all kinds of grits, and the grit we are now using and selling to the exclusion of everything else is the only grit which pigeons will eat greedily (thus showing that it is good for them). It contains salt, and no salt need be provided in lump form if this grit is supplied. The grits commonly manufactured and sold for poultry, made out of granite, etc., are useless for pigeons, and

It is a waste of money to buy them, for common gravel or sand would be fairly as good, and cost nothing.

A great deal of oyster shell on the market is unfit for pigeons, not being ground fine enough. It is quite difficult in some sections of the West and South to get oyster shell, which has to be transported from the seashore. The oyster shell which we supply our trade is put up in one-hundred-pound bags. Price seventy-five cents per 100 pounds. No order filled for less than fifty pounds; price of fifty pounds, forty cents. It is ground fine and is just right for pigeons. It should be fed to the bird from a protected box in the squabhouse. Sample for two-cent stamp.

Prices for grain rise and fall and we cannot guarantee that the following figures will hold. Send us your remittance on the following basis (adding 25 cents to your order for cartage; no charge for bags) and if there is anything due you or us, we will give you an accounting by return mail, or fill your order according to current prices.

Mixed pigeon grain, $2.50 per 100 lbs. This mixture contains all the necessary grains (no grit or shell) and we recommend its purchase for small flocks. For large flocks the breeder should buy the separate grains and do his own mixing as instructed in our Manual.

Best quality red wheat, $3.50 per 100 lbs.
Cracked corn, sifted, $1.75 per 100 lbs.
Kaffir corn, $2.25 per 100 lbs.
Pigeon peanuts, $2.60 per 100 lbs.
Canada peas, $4.90 per 100 lbs.
Health grit, $4 per 500 lbs.
Pigeon oyster shell, 75 cents per 100 lbs.: 40 cents for 50 lbs.

Hempspeed. We make a specialty of hempspeed, importing it from Russia, where the finest quality is grown. Every pigeon breeder needs some hempspeed, as there is nothing to take its place, and the birds are extremely fond of it. Price, 25 lbs., $1.50; 50 lbs., $3.00; 100 lbs., $6.00.

No charge for bags. If you direct us to ship by freight, you should

SEND TWENTY-FIVE CENTS EXTRA FOR CARTAGE

of the order to the freight station. If other goods are ordered to be sent by freight along with grain or grit, the twenty-five cents additional which you send will pay for the cartage of the whole order.

No order for one grain less than fifty pounds in amount will be filled, except in the case of hempspeed, of which twenty-five pounds is the smallest order taken.

Checks will not be taken in payment for grain or grit unless ten cents is added to the amount of the check for cost of collection.

If you live at a railroad station where there is no freight agent, and for which goods must be prepaid, money to pay the shipment must be sent with the order, otherwise the transportation agent at Boston will not take the goods.

It costs no more for freight on a shipment in several packages weighing 100 pounds altogether than for less weight.

Make up an assorted order to weight altogether 500 pounds or more and you get a better freight rate, with no additional charge for cartage.

WHAT A WOMAN DID IN A SMALL BACK YARD

BY MRS. M. L. BRUNT

A year ago I became interested in the pigeon and squat business so I subscribed for a magazine and bought Rice's manual, which I have found to be of great value to me. I started with eighty pairs of Homers and purchased in addition twenty-eight pairs extra Plymouth Rock Homers in June and they are at work and raising nice, large, fat squabs. I have fifty pairs in a pen, all double-number-homed and keep them this way all the time, as I find that one odd bird will cause lots of trouble in a pen.

I use the self-feeders and have to fill them only once a week. I make my own mixture of grain of three parts of yellow corn, one part wheat, one part kaffir corn, one part red millet, one part buckwheat. I feed Canada, peas and hemp every other day. It takes peas and hemp to make nice fat squabs.

I have been shipping my squabs to the New York market, which I find is very good. This winter I expect to sell all my squabs in North Carolina, as the hotels cannot serve quail and make a charge for them, so they will be forced to use squabs for game.

I am now crowded in a back yard and will soon be forced to move to a country farm. I have no wish to spread out. I am in the pigeon business to stay as I know there is good money to be made in squabs, if given the proper attention. I find you can make $1.50 a day on each pair of birds in a year as I have kept an accurate account of my grain and squabs for the past year. I sell the squabs at 75 cents for twenty-five pairs of Homers, as they are my fancy. I do all my cleaning, mowing, picking and packing. I sell all the manure to the florists here, as they pay a fancy price for it.
PLYMOUTH ROCK PEANUTS AND HEALTH GRIT—BIG SELLERS

Read what Edward E. Evans, the noted Canada pea specialist of Michigan, says about peanuts for pigeons: “Until squash and pigeon breeders learn what constitutes food value, until they learn why the American farmer pays $25 a ton for one kind of feed and $45 a ton for another kind, there is no use to talk or write about peas. When your squash breeders learn that on the basis of absolute food value a bushel of peas is worth two and one-half bushels of wheat, they will begin to know something about squash production on a paying basis. PEANUTS ARE OF SUCH GREAT VALUE TO SQUAB RAISERS BECAUSE THEY CONTAIN MORE THAN FORTY PER CENT ACTUAL PROTEIN AND ARE THE RICHEST IN THAT SUBSTANCE OF ANY MATERIAL PRODUCED ON AMERICAN FARMS.”

Plymouth Rock Pigeon Peanuts

Have all the advantages of Canada peas, contain more protein, are more valuable to squab raisers; are sold at one-half the price of Canada peas.

PRICE

ONLY $1.30 PER BUSHEL. FIFTY LBS. TO A BUSHEL. ONLY $2.50 PER 100 LBS.

No order filled for less than one hundred pounds. This price is free on board this end. No charge for bags or cartage. Freight charges low, being approximately only ten cents per bushel, a bushel at points in the Balkan States and Mississippi Valley. Order from three hundred to five hundred pounds at a time to get the low freight rate.

The value of peanuts as a food for pigeons was discovered in 1912. It was made known to the squash world by F.de Morgan. Dr. Morgan has tested thoroughly by squab breeders in every section with universally good results. During the past ten years the severe demand for Canada peas from breeders of the Plymouth Rock Homers and Carneaux in every part of the United States and Canada has absorbed each year’s crop and caused the price to rise from $1 to $2 and even $3.00 a bushel.

Pigeon peanuts contain more protein than Canada peas. Red wheat, in food value, at present prices, is three times as expensive as Canada peas at $1 a bushel. It is economy to feed pigeon peanuts even if they cost $2 a bushel. Protein is absolutely necessary for a good egg and squab production.

HOW TO FEED PEANUTS: So valuable are peanuts that a flock of pigeons will do well as follows: Mix whole or cracked corn, wheat and peanuts in equal proportions. Some keepers serve the hen by the bushel when it can be added to the regular rations. (This is very expensive, or may be fed with hensmap as dainties, but for the bulk of your feeding you can rely on corn, wheat and peanuts mixed equally. Peanuts will keep as well as wheat or Canada peas. They will not heat or mold like corn. The peanuts as we sell them are SHEELLED. You get no husks—not even the meat.

“I feed whole corn, wheat, kaffir, peanuts, a little hemp and occasionally a few peas. I find peanuts are better and much cheaper than Canada peas.”—Charles D. Neff. “My squabs are good size and fat. When using peanuts one need not feed hemp or sunflower seeds as there is enough oil as well as protein in peanuts.”—Fred M. Hug. “Peanuts are certainly the stuff for fattening squabs. I see a great difference in my squabs when I discontinue using peanuts for a while.”—Leigh & Fuller. “I have tried peanuts at a great disadvantage as I have used them quite a while now but have not found them excellent.”—J. F. Rester. “At first the pigeons did not know what the peanuts were and would not touch them. They soon learned, and ate them eagerly. I think they are a great asset to my squabs.”—J. S. Spence. “I am more than surprised how the pigeons love them. They eat peanuts before anything else.”—Edward Ackerman. “I have been using peanuts for some time and find them a wonderful feed. Every breeder should use peanuts.”—Oscar Melk.

Both large and small plants are feeding peanuts with great success. The use of peanuts means more eggs, more squabs, fatter squabs. Don’t buy Canada peas at present high prices when you can get pigeon peanuts of us so cheaply. Prompt shipments. No charge for bags or cartage. Give your order by mail and you will be a steady customer. Write us for samples on request.

PLYMOUTH ROCK SQUAB COMPANY

196 Howard Street, Melrose, Massachusetts 31
FOR AMOUNTS UNDER ONE DOLLAR SEND U. S. TWO-CENT STAMPS

Aluminum and Colored Bands for Marking Pigeons

We sell both aluminum bands and colored bands. There are two kinds of aluminum bands, seamless and open. The seamless are used mostly by the breeders of flying Homers and fancy pigeons because when once put on to young ones, the birds' legs grow so that it becomes impossible to remove the bands. The band (as it is dated with the year of hatch) is proof of the age of the bird, so if the breeder is called upon by exhibition rules to show a pigeon one year old, or two years old, or to sell such a bird, he can do so. A seamless band can be removed from the leg of a pigeon only by cutting. It cannot be used to mark the sex, because it must be applied to the leg of the squab when the squab is from four to six days old.

ALUMINUM TUBING

This tubing is the right size for Homers and the smaller breeds of fancy pigeons. We sell it in only one size, as the larger sizes are not called for in seamless band work. Price per foot, postage paid, nineteen cents. No order filled for less than one foot.

STEEL ROD

This is the exact diameter of the inside of the tubing and is placed within the band when it is being stamped to prevent the band from collapsing under the hammer. Price, postage paid, five cents.

STEEL FIGURES

These are used to number the band. They have all the figures from 1 to 9 inclusive, and 0, so that any number may be stamped. (For figures 0, 6, or 9 upside down, or vice versa. These sets do not have both a 0, 6, or 9. The one die serves for both.) Price of steel figures (in a round wood box) postage paid, one dollar.

HACKSAW

To saw the band off the tubing use a hacksaw. Price, postage paid, twenty-seven cents.

HOW TO USE THE TOOLS

The process of making a seamless band will be understood by study of the following pictures:

For description and prices of the popular color bands see page 34 of this catalogue.

BAND OUTFIT

By the use of a band outfit, it is possible to make your own seamless bands at the cost of three or four for a cent, whereas if purchased ready made they will cost you two cents apiece. We have sold thousands of band outfits consisting of the set

OUTFIT FOR MAKING BANDS CHEAPLY

Showing aluminum tubing, steel rod, set of steel figures and hacksaw, of steel figures, steel rod, hacksaw, two feet of aluminum tubing. The two feet of tubing will make ninety-six bands. The outfit will last a lifetime and will pay for itself in first lot of bands. Price $1.50 if shipped by express or freight with other goods. Price, postage paid, $1.70.

BAND FLATS OR BLANKS

We have a large sale of the flat pieces of aluminum, already cut V shape, from which open bands are made. When you get them you may number them and letter them to suit yourself and then form them around the wood rod which we send. We sell these blanks put up in packages of thirty, with wood rod, for ten cents, postage paid. Price for sixty, postage paid, twenty cents. Price for 120, postage paid, forty cents, and so on, three for a cent, wood rod with every package. This is the cheapest way to buy aluminum bands, provided you are willing to do a little work yourself forming them. The resulting band is neat and strong. These pictures show how to form the bands from the blanks:

HOW TO MAKE A V-SHAPED ALUMINUM BAND

FIRST, stamp the desired number (using steel die and hammer) on the end of the blank. Do not stamp in the centre of the blank for if you do you will weaken the metal so that it may crack there when you bend it. The blank should be on a file or stovelid when stamped.

SECOND, take the wood rod in one hand and with the fingers of the other hand pinch the blank into a circle around the rod.

THIRD, pound the V-shaped edge into close contact lightly with a tack hammer.

FOURTH, open band with fingers and place around leg of pigeon and close band. The steel figure dies are the same as used in making the seamless dies from tubing. Price per set, in wood box, postage paid, one dollar.

These band blanks, also the V-shaped open bands (see top of next page) which we sell are the correct size both for Homers and Carneaux. In ordering band blanks or bands, send United States two-cent stamps for amounts under one dollar.
V-SHAPED OPEN BANDS

These are the most popular of all aluminum bands. They are made out of flat aluminum ribbon and after being numbered, or initialed, or both, are formed into a circle around a wood rod with the fingers and a hammer. They are heavy enough so that they will stay all right on the legs of the birds. They can be applied either to squabs or old pigeons. The edges are rounded so as not to chafe the leg. We can furnish these either unnumbered or numbered. Price, unnumbered, postage paid, half a cent each, two for a cent, fifty cents a hundred. No order filled for less than one dozen. Price, numbered, postage paid, one cent each, one dollar a hundred. No order filled for less than one dozen. These are first-class bands made by hand. We do not sell lettered bands. If you wish to letter your bands with one initial, or with your three initials, we will supply the steel letters for twenty-three cents each, postage paid, so that you may letter either the bands you buy of us, or those you make. When ordering, specify plainly the letter or letters wished.

Squabs are generally banded with these V-shaped aluminum bands when they are from three weeks to four weeks old. A guess is made at the sex, the band being put on either right or left leg. When the youngster is four to five months old, it will disclose its sex by its actions. If the bird is a cock, and the band happens to be on the right leg, leave the band where it is. If a hen, and band is on right leg, catch the bird and transfer band to left leg. Always band cocks on right legs and hens on left legs. You know each bird by the number on its band. Place this number at the top of a three-by-five card, or at the top of a page in an account book, and keep a record of what the bird does.

See next page for description and prices of COLORED BANDS.

Demand for Quality Has Drawn Plymouth Rock Pigeons Into Every Section of This Continent

ANYBODY with gumption can make a success breeding squabs provided he starts with pigeons bought of us, and sells under our trademark where and how we instruct in special letters when he is ready with the squabs. We have sold stock in every State and Territory of the United States, in every province of Canada (including the cold sections), in Alaska, Brazil, Cuba, Porto Rico, the Bahamas, the Hawaiian Islands and several European countries. We have refused several orders from New Zealand and Australia, because we guarantee safe delivery, and do not care to run the risk of too long a railroad journey and sea voyage. Wherever we undertake to ship, we pledge ourselves to get the birds there safely. This expertise in shipping did not come to us without a struggle. Before we showed how, shipments of pigeons in quantities across the continent were unknown. We ship in expensive baskets (which are returned to us empty) and each basket is skillfully rigged for its purpose. The Instructions to express messengers as to feed and water are printed on a board attached to the basket. (See Manual.) There is hardly an express messenger in the United States who has not handled our shipments in his car at some time. The Boston agents of the Interstate express companies have taken a great fancy to our interest in our pigeon business and for first-class testimonials as to the magnitude of our trade, our responsibility and integrity we refer to the head men of these organizations, also to any American mercantile agency, bank or first-class publishing house.

Just a word further about our responsibility. Not a share of our $100,000 stock is for sale. We are making the business pay, and you do the same, when you buy our birds and follow our instructions. We have ample capital and do a cash business exclusively,—and have no debts whatever. Everything we buy is paid for the same day we get the goods, all bills being discounted, and this practice we have followed ever since we have been in business (with the exception of the first six months).

Our pigeons thrive in any section, a fact which is not surprising, for common pigeons are seen in a wild state all over the earth. In places where there are cold winters, like Canada, the pigeons seem to do as well as in New England. Our Florida customers send us reports similar to those we get from California. In Texas, our customers erect a light, open, thoroughly ventilated structure, because a tight house, such as is used in northern latitudes, would be unhealthful. In places like the northwestern part of the United States, where there is a wet and a dry season, the pigeons readily adapt themselves to the climate conditions, same as all feathered creatures in those localities.

In Consideration of Your Buying Birds of Us, We Give You the Right to Use Our Trade Mark Plymouth Rock When Marketing Your Killed Squabs

BY a line of advertising which started in 1900 and has increased in volume every year since, we have made the Plymouth Rock brand of squabs known in all sections and our trade-mark of two squabs in the nest is familiar everywhere. By this advertising we have raised it easy—and are making it easier every year—for our customers to sell their squabs. When pigeons are bought of us we also give, at no extra charge, the right to sell the squabs as Plymouth Rock squabs, and this right belongs legally to those who buy their breeding stock of us. Be sure you start with this great advantage.

Our advertising in the magazines leads people to eat squabs who have not the time or the place or inclination to raise them and it is this advertising, nothing else, which is boosting the prices of squabs year after year.

Be sure you take advantage of this Plymouth Rock market by buying your breeding stock of us.

Our ordinary small advertisement in a first-class publication costs us, one insertion, from $25 to $50. Multiply this by the large number of publications in which we are constantly advertising and you can form some idea of the tremendous force of publicity which is at work day and night to sell the Plymouth Rock squabs. If you are the look of business and want to take advantage of such advertising, get aboard. You will find it easier to push well-advertised goods. It is important for you to get your squabs into the markets right.

FOR AMOUNTS UNDER ONE DOLLAR SEND U. S. TWO-CENT STAMPS
Double-Number Color Leg Bands Are the Most for Your Money, Outsell All Others and Are in Universal Use Wherever Pigeons Are Bred

The most popular band for pigeons and squabs is the double-number color leg band. (See illustration above.) These bands are in universal use everywhere pigeons are kept and are preferred to all others because of their great practical value and long-wearing qualities. Inbreeding is positively prevented by their use and the operator controls his pigeons in a sure and accurate manner possible with no other system. The idea of two numbers on a legband in duplicate, so that no matter how the birds stand, the eye of the observer will see one of the numbers, was the invention of Elmer C. Rice. The double-number band is made in twelve colors as follows: Black figures on white, red, cherry, pink, brick, blue, light blue, green, light green, yellow, light yellow and gray backgrounds.

They tell the full story to the breeder, showing the number itself.

No Fancy Talk About Squabs in Our Books—We Give You the Plain, Clear Reasons Why, of Long, Hard Experience, and Back Them Up With Evidence That Convinces

Since writing the Manual, the National Standard Squab Book, and circulating it, I receive many letters from all parts of the country. My work in the squab industry has developed it to some extent but the possibilities are not even dreamed. There is no limit to the demands for squabs among ninety millions of people, a constantly increasing population and a constant decrease in the supply of game. The problem is to tell the people about squabs effectively. The rest follows. As good they are more than welcome.

It costs now (19%) from 75 cents to $1.50 a year to feed a pair of breeding pigeons which produce from seven pairs to nine pairs of squabs a year, depending on the location of the squab breeder. Different men say things in different ways, or not always in the same language, but there is no man raising squabs successfully today who departs in any essential particular from my book. It is amusing to note at times in the current periodicals little disputes over minor points.

For example, a squab breeder in an Eastern State will explain in detail that it costs him from $1 to $1.25 a year to feed a pair of breeders. Then a man in the West will come forward with a showing of how it costs him only fifty cents a year a pair to feed his birds. And they will have it back and forth, with others joining in. All the while, it seems to be forgotten that the Eastern-State man is on a small railroad branch hundreds of miles out of the way of traffic, and not selling the manure, while the Westerner is right in the wheat and corn fields where he may be raising his own grain, and grain costs one-third less than the other man pays, and frequently one-half. Some breeders may be buying grain in carload lots with intelligence, others are going out with a hand basket and buying it in paper bags. There is a wide range for intelligence and skill in buying pigeon feed, some breeders producing squabs at half the cost of others in the same county.

I have noted that business concerns which tell the simple truth and back it up get the trade which is desirable and which lasts and is profitable. That has been our experience, I have tried to tell the truth about squabs. For instance, in an edition of this free booklet which went out for four years, I stated the important matter of production of a pair of breeding birds to be five pairs of squabs per year. A test to which the United States Government has called attention resulted in seven and one-half pairs of squabs per pair of breeders annually. There are some breeders who claim to get eight or ten pairs of squabs yearly from each pair of breeders and we have done this also. To be conservative and fair I put the statement in the Manual seven to nine pairs of squabs annually from each pair of breeders. Not only in this but in every particular it is my object to understate rather than exaggerate. This has worked out during the past ten years well, for customers write in constantly that they find the practice to be even better than the statement of facts in my books. I am painting no fancy pictures about squabs.

It has been my experience, in handling over one hundred thousand customers, that people who fail with squabs or poultry fail because they are lacking in business ability and do not know how to sell their product. Such take any price offered, knowing neither the cost of production nor what they must sell for to keep in business. They would fail at any task requiring salesmanship.

Elmer C. Rice

Treasurer Plymouth Rock Squab Co.

196 Howard Street, Melrose Highlands, Mass.
Get Higher Prices for Squabs—Join the National Squab Breeders' Association

THIS association was formed in 1909 and before the close of the year obtained eight hundred and seventy-two members, making it the largest pigeon organization in the world. It costs nothing to join and there are no initiation fees or annual dues. If you are breeding squabs or plan to do so, send for our free circular and get a button mailed to you. The button is not cheap celluloid or enamel, but is made of solid copper. Secure it without any delay; it is the fastest way to make friends.

Send this 1916 membership button.

HOW I GOT WISE TO TRUE SQUAB PRICES (by Gerald R. Pollock, Woodford, Ill.)

The first time I was a member of the national squab organization was in 1912. I was in my early twenties and had just moved to Woodford, Ill., from my old home in the South. I was interested in squabs and decided to join the organization. I filled out the application form and sent it in. A few weeks later, I received a button and a subscription to the organization's newsletter.

But the real test came when I went to buy a dozen squabs at the local market. I had heard from other squab breeders that the market price was around twenty-five cents per dozen. However, when I went to the market, I found that the price was much higher. I was shocked and decided to find out what was going on.

I went to the market and watched the squab dealers. I noticed that they were selling squabs for much more than the price I had been told. I asked a few of the dealers why they were charging so much. They said that they were charging the market price, which was much higher than the true cost of the squabs.

I was determined to find out the true cost of the squabs. I asked a few of the dealers if they could show me their costs. They were hesitant at first, but eventually, one of them agreed. I went with him to his squash farm and watched him collect the squabs. I was surprised to find that the true cost of the squabs was much lower than the market price.

From this experience, I learned that the market price of squabs was not always an accurate reflection of the true cost. I decided to join the national squab organization so that I could learn more about squab breeding and how to get the best price for my squabs.

WARNING

Plymouth Rock Homers and Carneauks and Plymouth Rock squabs are the most valuable pigeons in the world, and are famous everywhere for their size and breeding. This has led unprincipled dealers to offer pigeons to the uninformed and unsuspecting as "Plymouth Rock." Such pigeons are merely inbred squabs, sold to the public at a moderate price. They have been advertised and offered at such low prices that it is easy for anyone to be taken in. These pigeons are not worth the price they are sold for.

 Beware of dealers using trade marks to give their squabs a special appeal. The trade marks of such dealers have no meaning, and assurances of quality are worthless. It is much better to purchase from well-known and reputable squab dealers. Such dealers have a good reputation, and their squabs are always of the finest quality.
I KNOW IT NOW

"After experimenting with pigeons five years I have settled finally on the Homers as being the best all-round utility bird. At this writing I have seven pens of pigeons. I have three pens of Homers, all foundation stock Plymouth Rock stock. I find the market in this section is strong for squabs that weigh about eight to ten pounds to the dozen with a limited sale for squabs that run larger. The large consumers will consider only such squabs. They never buy anything larger."—George Klarmann.

"I handle the squabs of a good many other people here and notice that those that have Plymouth Rock Squab Company stock are always sending me the best."—Stefan Schwarz.

Significant talk, written by Messrs. Klarmann and Schwarz, two secretaries of the Pacific Utility Pigeon Association. What is true of California is true of every State and every City on the North American Continent. See in our printed matter the letters from squab marketmen everywhere telling the same impressive fact. Do you wonder why our sales steadily increase? Raise the squabs to which the markets are accustomed, the salable squabs, the fast-produced squabs, the profitable squabs.

What Customers Who Have Bred Squabs from Our Birds Say—"Squabs Ten to Twelve Pounds to the Dozen"—"More Than Satisfied"—"Surpassing All Expectations"—"Know How to Ship"

We have letters from customers by the thousand, telling of remarkable success with our birds. To give you an idea of what these letters contain, we print here a few extracts. (For the letters in full, see printed matter accompanying the Manual.)

BIG SQUABS
"My first shipment of squabs will be made April 11. So far my squabs have averaged ten and one-quarter, ten and one-half and eleven and one-half pounds to the dozen."

OVER TWELVE POUNDS TO THE DOZEN
"I weighed two squabs from your birds and they weighed just two pounds, two ounces."

MORE THAN A POUND A PIECE
"I find your statements in your squab book are conservative in all things. The squabs I have taken at three or four weeks have weighed from thirteen to seventeen ounces apiece. After an experience of two months with your birds I am more than satisfied."

SIX DOLLARS A DOZEN
"I have some fine birds I have raised from our birds I bought a year ago last May. I am getting six dollars per dozen for my squabs now and can't get them fast enough. I have lost one bird since I started over one year ago."

KNOW HOW TO SHIP
"The expressman paid your firm a high compliment by calling our attention to the sack of grain and the water-dish. He said, 'These people seem to understand their business and are very careful of their birds. Why, we have had birds come in here half starved and looking just awful.' Those were his exact words. I thought them pretty good from a man who handles so many."

HIGH QUALITY
"I wrote you the first of the week for price of fifty pairs of Homers ready for hatching. The Homers I bought from you two years ago are doing finely, also those I hatched from them. They are very large and handsome. Shipped some dressed squabs last week to New York and they returned five dollars per dozen, which proves the quality of the goods."

BEST IN BOSTON MARKET
"The birds I have purchased from you are the cream of the flock. I have been selling the squabs at the Boston hotels for thirty-five cents apiece the year round, and Nathan Robbins at the Quincy Market was glad to take them at $3.50 per dozen. I have saved a few young birds, some of the very finest."

GREAT BREEDERS
"I wish to state that from the two dozen pairs of Plymouth Rock Homers I got from you in November, 1908, I now, January 16, 1910, have over four hundred birds, and the flock is still increasing and I hope to have a thousand by the end of this year."

CANADA TRADE
By S. Gilbert

I would like you to publish this letter or any part of it. I think it would be of use to shippers in the States to customers in Canada. I sent to one advertiser for some pigeons and he sent them nicely crated, but no invoice, just a letter saying that he had shipped them. Consequently I had to pay duty as well as expressage. I wrote to him asking him to send me an invoice, as by so doing I could get the return of the duty charge. He sent me an ordering letter, which was of no use. Some time after that I sent to another advertiser for one hundred pounds wild seeds, $1.50; freight, duty and customs brokers' charges brought it to another $1.50, making $3. Again no invoice. Before taking the bag out of bond I wrote to the advertiser telling him I would have double duty to pay if he did not send me an invoice — would he kindly do so? He answered me by sending me the bill of lading. No use. Now, how is trade to be encouraged between the two countries, when business is done like that? The customers brokers said to me: 'I would not do business with a man who would not send me an invoice.' I then bought birds of the Plymouth Rock Squab Company. They sent me two certified invoices, one for the broker and one for the customer and I never had any trouble, and no duty charged. Why is it that if you want birds or anything in the pigeon line, the Plymouth Rock Squab Company is the only company that we in Canada can depend upon, to have them reach us without trouble?"
PLYMOUTH ROCK SQUAB COMPANY
Howard Street, Melrose Highlands, Mass.

Gentlemen: My name and address are written on the above lines. Enclosed find $.......................... in post-office or express money order, bank draft or check (United States two-cent stamps for amounts less than one dollar), and send me the following:
It has been eighteen months since I entered the squab breeding business and I have had very good success. I have now 150 pairs of Homers and have sold 1036 squabs, all from a start of thirty-five pairs of Plymouth Rock Homers. The squabs have netted me thirty cents apiece, sold to commission men. I figure that I have made nearly $1500 for my first year. I have a man who owns a threshing outfit tell me that I should have to raise some squabs to pay for the house I built. I answered him by saying that it would not take as long for me to pay for the house raising squabs as it would take him to pay for his threshing outfit, which he uses about one month in a year. I believe any one can make a success in raising squabs if he is not afraid of work. If one can make money with them, there is no reason why others cannot. Buy foundation stock of a reliable dealer. Do not look too much at the price you have to pay. Use the same amount of hard work that you do muscle, and your chances to win out are about ten to one in your favor.

HOW WE BRED 800 PAIRS FROM 25 IN VERTMON

By E. E. UVYGaT and RAY E. BROWN

In April, 1905, we bought twenty-five pairs of Extra Plymouth Rock Homers from the Plymouth Rock Squab Company, Boston. When the birds arrived, we placed them in a box stall, built a small pen on the outside, and did not pay any attention to them except to water and feed for over three months, when we found we had to prepare other pens for the young, which were coming very fast. In fact, every pair shipped us were all raising squabs at this time. They came so fast that we put up a building 126 feet long, eighteen feet wide and twelve feet high. At this writing (June 3) two years later, it is filled with three hundred mated pairs all breeding, besides ten pens in the large barn No. 1 with four hundred mated pairs. I can see where I made a mistake when starting and that was that I should have bought about five hundred pairs and saved the time we have taken to breed. For since last August, when we began to sell squabs, we have been compelled to refuse orders owing to our wish to breed to one thousand pairs. We have made a point not to sell any squabs less than $6 a dozen dressed, and guarantee every squab to weigh three quarters of a pound, dressed, or no sale. We are careful not to kill any birds if under the average weight. We have supplied banquet boxes and bottles at the above price and in doing so we show a common pigeon by the side of a Homer, which settles all arguments at once. We feed entirely according to the directions in Elmer Rice's one-dollar Manual and have had no trouble in keeping all the birds in fine condition. The main point in our successful breeding is to have clean coops, fresh water at all times, and see that every bird is given enough to eat. If these instructions are lived up to at all times, there is no reason why anybody should not succeed in raising squabs. Make up your mind what variety of pigeons you want, how many you want, and remember the best is what you want. There are a great many varieties suitable for squab raising. We prefer the Plymouth Rock Homers, which we find come up to all the requirements called for by the squab demand. There are some varieties which breed larger squabs than the Homer, but a good, plump, Homer squab will satisfy the appetite of most any common person; but in spite of this fact there are squab eaters like bargain seekers, — regardless of quality they want everything to look big for their money, so for the benefit of such customers we have put in a poultry business for the purpose of supplying something big, such as ten-to-twelve-pound roasters, turkeys, etc. Ninety per cent of our squab customers are perfectly satisfied with our Homer squabs. Five of the ten per cent left have no kick, and the remaining five per cent could not be satisfied with any squab, regardless of size, so we fill their orders with poultry. Regardless of the variety you start with, it is quality you want, not quantity. Buy your foundation stock from a reliable breeder. Tell him what you want and pay his price. Don't think the price too high considering quality, as he knows the value of the birds he is quoting you prices on much better than you, and hesitating over prices with a reliable breeder is only a waste of time. Also remember that saving money buying cheap stock birds is not saving, only wasting. The successful squab raiser should study the National Standard Squab Book, and take advantage of some of the many good hints from men who know from experience.
How to Send Money

The coupons in the second column on this page may be used in ordering, if desired. (If you do not wish to cut into this book, write an ordinary letter telling how much money you are sending and what you want for it.)

Amounts up to one dollar may be remitted in United States two-cent stamps, provided they are in sheets (not detached). One-cent United States stamps will be accepted if necessary to make the proper amount. Stamps of larger denomination and stamps of Canada or other foreign countries cannot be used by us, and will not be taken.

Amounts of one dollar or more should be sent us in the form of a post-office money order (obtainable at any postmaster), or an express money order (obtainable at any express agent), or a bank draft (obtainable at any banker). Personal checks, if sent, should be for ten cents additional to pay the charge which our bank makes for collecting the money from your bank.

Do not send us any copper, nickel or silver coins, as they may be lost. Buy two-cent stamps with them. (If you send paper money, go to your postmaster, pay him ten cents and have your letter registered, which insures you against loss.

If you are sending money for birds, please go to your express agent and buy an express money order. This gives you an opportunity to get better acquainted with him, and tell him you are going to have some live pigeons come, and that you would appreciate whatever attention he gives them, and quick delivery. If you are on or near a telephone line, ask him to notify you when the birds are put off the train. (We notify you by mail a day ahead of the time of shipment.)

If you live in a town whose name is duplicated in your State, be sure and give the name of your county. For example, in California, there are three towns named Lake View, in three different counties, and it is impossible for us to write letters or ship goods to a customer in either town unless we take two weeks to find out in which county he lives. There are many such duplications in America.

We send either the goods ordered, or a receipt for the money you send, or both goods and receipt, the same day we receive your money, so you are bound to hear from us in quick time. Trading with us is as satisfactory as if we were next door to you; we will treat you courteously, in a fair and liberal manner. We are responsible and have built up our large trade by giving the best service in pigeons, pigeon supplies, and pigeon correspondence, and giving it quick.

PLYMOUTH ROCK SQUAB CO.
Melrose Highlands,
MASSACHUSETTS.

ELMER C. RICE, Treasurer and Manager

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**FILL OUT, CUT OUT, AND MAIL**

**COUPON NO. 1**

RICE'S MANUAL, $1.00

PLYMOUTH ROCK SQUAB COMPANY, Melrose Highlands, Mass.

Gentlemen: Enclosed find one Dollar in post-office or express money order or bank draft, for which mail me one copy of your latest Manual, the National Standard Squab Book, by Elmer C. Rice. My name and full address are as follows:

Name
Number
Town or city
State (in full)

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**FILL OUT, CUT OUT, AND MAIL**

**COUPON NO. 2**

SPECIAL OFFER

PLYMOUTH ROCK SQUAB COMPANY, Melrose Highlands, Mass.

Gentlemen: Enclosed find an express or post-office money order for

We sell building plans for squabhouse construction, giving by scale the dimensions of one of our units, and the lumber necessary to build, with its cost. This is all you need in the way of plans to build for any flock, from three pairs to ten thousand pairs or more. We show you in detail how to build a 10 by 12 unit, and the cost. A two-unit house is 20 feet long, a five-unit house 50 feet, a ten-unit house 100 feet, a twenty-unit house 200 feet. In a long house the partitions between units are made by wire-netting, not lumber. The units can be arranged to fit any size or shape of lot. Price of building plans, postage paid, ten cents.

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**HOW TO FIND OUT THE TRUE SQUAB PRICES**

To learn the true prices for squabs at your nearest market, so there in person or by mail and offer to buy, not to sell squables. Then make a fair deduction from that figure (say twenty-five per cent) to get the price which the market ought to and will pay you for the squabs you breed. Do not believe or be guided by newspaper quotations. The prices for squabs and other poultry which you may see in the market columns of the newspapers are not the true prices and are not the record of actual sales, but are figures furnished to the papers by the secretaries of the produce exchanges and represent what the dealers would like to pay to get the squabs. They actually have to pay much more, in some cases from fifty to one hundred per cent more. No intelligent breeder or grower is guided by these misleading and one-sided quotations. Find out the truth for yourself by offering to buy and not to sell. The figures of stock and bond sales which the newspapers print are a record of actual sales and are true, but they print no records of actual sales of poultry. In time this will be changed. The big financial interests, rich and powerful, would not stand for press-agent offers for stocks and bonds. The farmers are entitled to equal consideration. The newspapers have no dealings with the country producer and at present take and print only the figures given them by the city middlemen.
TITLES OF PHOTOGRAPHS

1 Melrose plant, Plymouth Rock Squab Co.
2 Dwelling and office building.
3 Mating house, No. 7.
4 Pigeon houses, Nos. 3, 4 and 5.
5 Home of Elmer C. Rice.
6 Office building.
7 Pigeons in yards of house No. 6.
8 Ditto, house No. 2.

9 Barn.
10 Manure building.
11 Pigeons in yards of house No.
12 Pigeon house No. 5.
13 View from Howard Street.
14 Pigeons in flypens.
15 View from hillside,