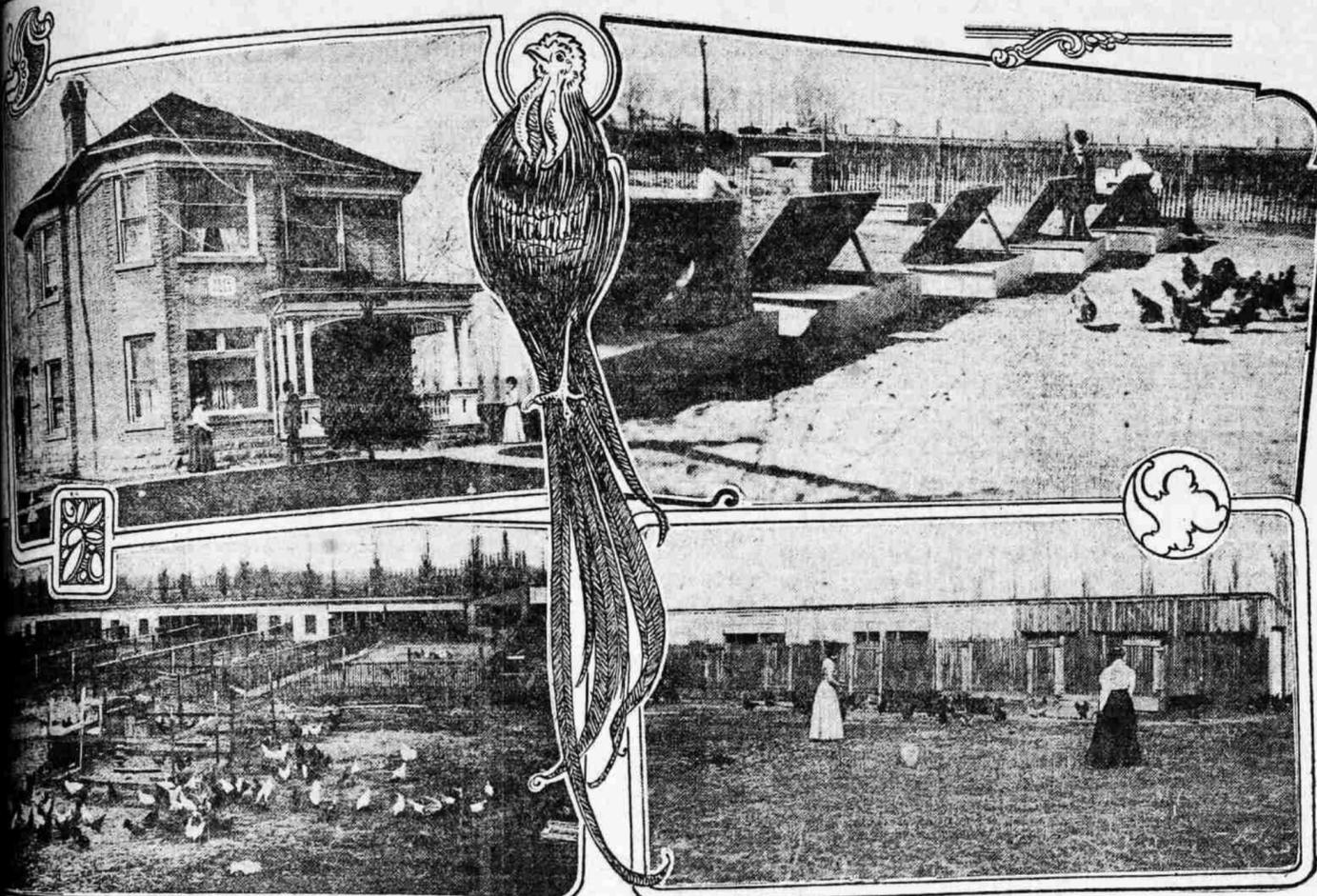


ROSE VILLA POULTRY FARM-- THE WONDERLAND OF UTAH



visit to the Rose Villa Poultry Farm at 2450 Third East, owned by Mr. Finegan, gave the writer an idea of the extent of his poultry business. In asking Mr. Finegan if he had any money in the poultry business the answer was: "I want to see the government statistics showing that the income from eggs in the United States is \$1,000,000,000, and they declare that the poultry and eggs was the biggest part of the income to the farmer and the best business in the country. The income from poultry and eggs in the United States for the last ten years has been the heads of our government, with care, that the income will reach \$1,000,000,000, and it is astonishing, nevertheless, that it is going to go back on the government statistics, that gains its income every year from hundreds of millions of dollars all over the United States. This enormous amount of money in one year would build a railroad from the great West to the golden shores of the East. This is why the poultry business is booming in every state in the country, and it is the greatest business in the world. It will continue to grow. The country is getting thousands of thousands of people every year are turning their attention to the poultry yards, where they buy fresh eggs, fried chicken and other poultry products. Mr. Finegan declares that it is the greatest business in the United States. If a customer sends in a check, Mr. Finegan

writes right back and tells them he never books an order until he receives the pay. Ninety-nine per cent come up with their money. If they don't come up with it, that's all there is to it. There is a hundred to take their place. You cannot do this in any other line of business in the United States. Mr. Finegan has a sign on his office door, and it reads: "Friends, I tell you all, I will not trust. My ink stand, it is broken, and my pass book, it's mislaid, and the old pen is worn to a stub, by entering what's not paid."

Mr. Finegan has tried all breeds of chickens, but nothing, he says, has come up to the Rhode Island Reds in laying. All his chickens have laying records of 220 eggs per year, and their great laying records have made his business famous. In the last three weeks he has sold 1100 hens for breeding purposes. Those chickens brought him from \$2.50 to \$5 each. He sold 125 young roosters that brought him in \$800, and every day he is asked if there is money in the poultry business. He ships thousands of little chicks out of the incubator when one day old. He has been shipping day-old chicks for seven years. He can ship with safety to any point reached by express in 3 days. Last year he sold 7000 little chicks and turned down 6000 orders he was unable to fill.

One time last spring he was six weeks behind in his orders.

There can be very little more said in favor of the single comb Rhode Island Red than has been said from time to time. They have justly earned the right to be called "egg machines," for they are acknowledged on every hand as the greatest egg producers. Take, for instance, the large egg farms which supply the egg market from year to year. In most every instance they are stocked with the famous single comb Rhode Island Red. Now, would the owners of these farms, who have thousands of dollars invested, and thousands more at their command, keep and breed the Rhode Island Red if there was something better to be had? This in itself is proof that they are the greatest egg producers.

Their mature at the age of four and one-half months. Every one claims them the greatest winter layers. "It seemed to me when I saw the first Rhode Island Red that I had found something that just suited me, for I had in my mind's eye an ideal of the finest and most beautiful male bird ever seen as a red one. This was my ideal, found only in the Rhode Island Red, so I commenced to breed them and have never had any reason to regret the start I made. A handsome, well bred, egg producing bird is a thing of beauty and a joy forever." Where do you find more symmetry and grace in every line and action than in the Rhode Island Red male bird? He is gallant, has dignity and pride that distinguishes him from all other breeds. His partner is pretty and the laying of eggs is a business with her and an every day affair. She makes no fuss about it. She seldom cackles, but gets busy at once, getting together the material for another egg. If you are going into the poultry business for either profit or pleasure of breeding prize winners, you will not make a mistake if you start with Rhode Island Reds. They are extra good winter layers and make good mothers. The young grow very fast. My pullets hatched in the spring lay when 4 1/2 months old. They are very tame and stand confinement well. They have nice, clean, yellow legs and skin and make fine table fowls that command the top prices at the market. Their yellow meat is so rich and juicy it makes one wish for a piece when thinking about it.

It is absolutely necessary in starting a flock to secure a good laying strain, as such stock always commands high prices. I would advise the beginners to buy a few eggs and of the best quality, for blood will tell—even in chickens. The meaning of a "good laying strain" is of birds that have been selected from strains that have generation after generation been known to be large producers. Good laying being bred into them. Remember, there is a great difference in strains of Rhode Island Red. Some are far superior to others in every way and it pays to purchase the Red that have been bred for eggs and produced from birds that have been properly mated. There are thousands of Rhode Island Red chickens that will not pay for the food they consume, so how will such chickens make a profit for their owner? If you were sent out to buy fine bay horses and you bought every bay horse that was to be sold, you would find at the end of six months that you had a lot of worthless horses. In buying chickens, no matter what the breed may be, be sure to get ones with a laying record or you will be sadly disappointed. It is in meat and eggs the money is.

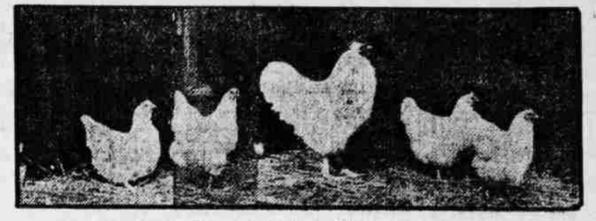
Mr. Finegan said he burned tons of feathers every year, but never had to throw away a pound of good meat or a dozen of good eggs in the fourteen years he has been in the business. Mr. Finegan was asked if he did not think there was danger from the many people who are starting in the poultry business. He said, No; we are raising in this state only 25 per cent of what we use. Seventy-five per cent is shipped in here. It would take 300 poultry people to supply this market. There is more money in one acre of chickens than in 200 acres of wheat, and yet we have the finest climate in the world for poultry. The people who keep hens do it for the profit and pleasure of it. More eggs and poultry are used in the American home than ten years ago. Better quality has increased the demand. Our people are learning more and more the food value of both eggs and fowl and they are using them in preference to high priced beef and mutton producing pork. This increased demand is stimulating our farmers to breed better fowl and to give more attention to the food and care of the long neglected "biddy."

"This desire of the farmer to better his flocks is helping the fancier, for to him they go for pure bred males to improve their strain.

"The scrub chicken is simply a chicken and does not get much attention because it is neither handsome to look at nor profitable to raise. The pure bred chicken is a work of the breeder's art and is handsome in appearance and a rapid money maker for his owner. There is a satisfaction in handling pure bred stock which can never come through the handling of scrubs. This feeling of satisfaction is, doubtless, intensified by the money making abilities of the pure bred, but it would still exist even without that.

"The beauty about the poultry business is any class or profession of people may engage in the poultry business. They can make it pay if they only use the good sense their 'maker' gave them. But to make a success it requires care, thought, time and attention."

Mr. Finegan has a large sign in front of his place telling visitors they are welcome and it is both interesting and wonderful to visit Rose Villa.



Group of 5 Sweepstakes pen.

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IN HIS White Orpingtons

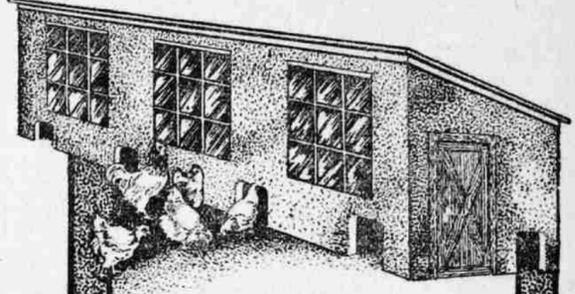
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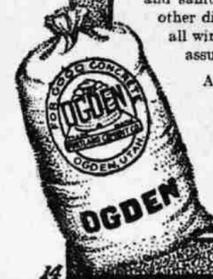
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