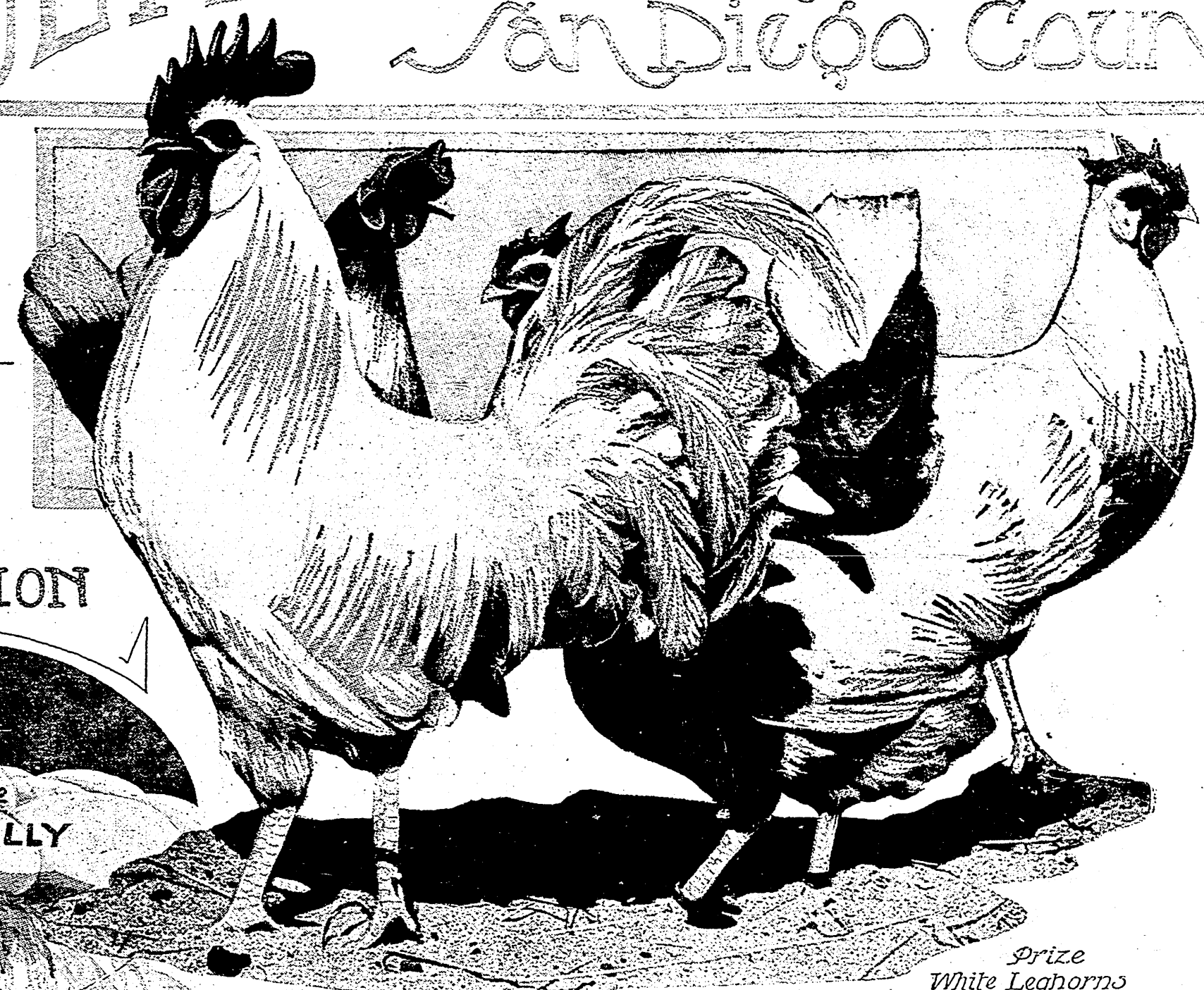


POULTRY - Source of Wealth for San Diego County

48TH
ANNUAL
EDITION
JANUARY
FIRST
1917
SAN
DIEGO UNION

\$350,000⁰⁰
ANNUALLY



Prize
White Leghorns

SUPPLY FAR LESS THAN DEMAND FOR POULTRY AND EGGS

San Diego Spends Quarter Million Dollars Yearly With Ranchers of Other Counties

By R. HAWKINS,
Director San Diego Poultry Show.

That San Diego county is destined to become the center of the poultry industry on the Pacific coast is more than an established fact.

The great San Diego Poultry Show, which was held in November, proved conclusively the interest in this city regarding the poultry industry. More than 11,000 attended the show and there were a great number who went back time and time again to see the splendid exhibits that were brought to San Diego.

The show held one disappointment; the San Diego county exhibitors did not materialize. There are several reasons why; many breeders figured that they would have little or no chance with the class of birds that were brought here for exhibition purposes, and owing to the fact that no show had been held in this district for four years, there were few breeders in a position to make a showing. There were many who wished that they had exhibited after they saw the possibilities offered them from a show standpoint.

Better Conditions Here

There were some who believed in their ability to prepare their birds for the show, and who accordingly made entries and reaped a rich reward. There is no doubt that the show has prepared many for better things in the poultry industry and from now on San Diego county should more than hold its own, both in fancy and utility birds. San Diego county offers every facility for successful poultry raising. The climate is ideal; neither too hot nor too cold. There are two or three counties in California that do a wonderful business in poultry and yet they have all kinds of weather conditions to combat.

In San Diego county perhaps the greatest difficulty is feed, and yet if the proper method of co-operation be applied this difficulty could easily be overcome. In other counties the successful poultrymen raise a great deal of their own feed; in San Diego county it is not thought worth while, but, sooner or later, the poultry raisers will realize that it means thousands of dollars to them to raise at least a portion of their own feed.

Specialization Advised

Breeders in San Diego county are just beginning to realize that to specialize in a certain breed is the only successful method. Keeping a conglomeration of vari-colored fowl has not proven a successful venture, and many who have entered the poultry field with the idea of making it their business have failed almost entirely because of the fact that they have not specialized in one particular breed, and have not given the same care and attention to their poultry that they would have given to almost any other branch of business.

There are a number of very successful breeders in San Diego county, who have specialized along certain lines. They are recognized as successful breeders in other poultry communities, and the time is not far distant when San Diego county will be known throughout the world as the center of the poultry industry on the Pacific coast.

In 1910 this county stood third, with a value of about \$105,000. Los Angeles county stood first, with a value of \$547,000, and Orange county second, with a value of \$125,000. Today there are several counties ahead of San Diego. Throughout California there are a number of plants valued at \$100,000 and over.

At the present time San Diego county buys from outside this territory something like a quarter of a million dollars' worth of poultry and eggs for home consumption. Imperial county provides nearly all its home consumption and exports in the neighborhood of \$200,000 in poultry and eggs per annum.

Organizations Effected

During the past few months many things have been done by energetic poultrymen with the view of conserving the poultry industry in this county. Organizations have been formed for the purpose of co-operation, and there can be no doubt that this movement will do much toward strengthening our position in this wonderful industry. The next six months will see San Diego county climbing in the poultry world. It is believed that statistics soon will be available for those who are interested, whereby a true and correct standing of those interested in the poultry industry will be shown, and from what I have been able to learn, there are many who are planning to enter this field of endeavor on a large scale. If those who do go into the business take proper care of it, there is not the slightest doubt that San Diego county can foster the industry which so rightly belongs here.

POSSIBILITIES OF CHICKEN INDUSTRY IN COUNTY LARGE

Expert Says Agricultural Progress Will Be Aided by Poultry Development.

By H. A. WEINLAND,
County Farm Adviser.

Considerable interest is being exhibited in the various sections of San Diego county in the development of the poultry industry. This industry can be looked upon as having great possibilities and as possible of contributing largely to the development of the county. There are certain factors with regard to this type of farming which are far-reaching and fundamental and which in time will have a distinct bearing on the agricultural progress of the county.

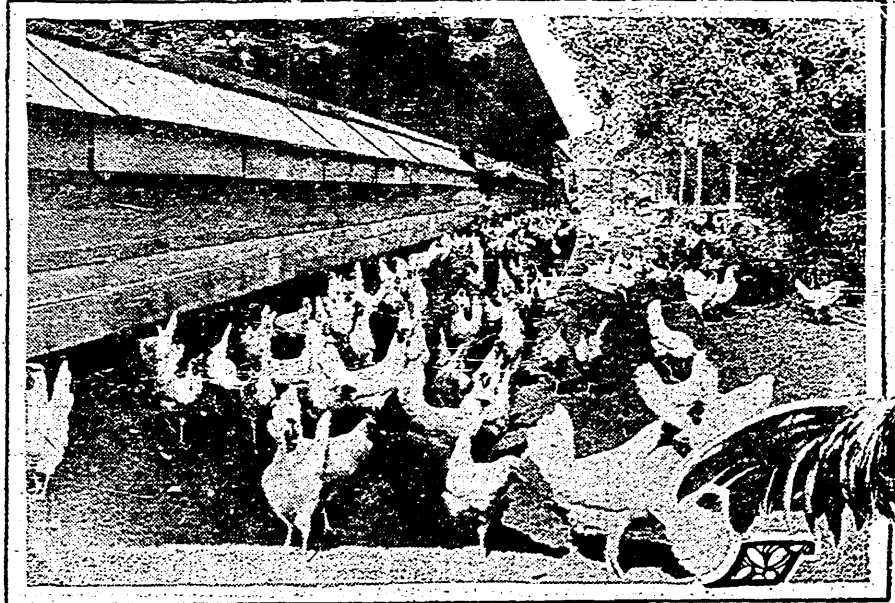
Poultry as Live Stock

Anyone who has studied San Diego county from the point of view of its agricultural products will realize the great lack and distinct need of more live stock. There is no country, large or small, in the world which has developed any high degree of productivity for generations that has not considered thoroughly live stock farming as a principal phase of its agriculture.

San Diego county has followed the line of least resistance in its development, much like other agricultural sections. The first stage, namely, the stage of exploitation, has resulted in vast areas of land being robbed of their immediate supply of fertility through grain farming, etc., and the second stage is now being entered in upon.

This second stage may be called the stage of speculation. It is a stage developed by the discovery of the fact that certain crops or types of farming were profitable in a vicinity and, led by certain speculative farmers, the majority turned their land to that use. In this way we have districts developed as citrus districts primarily; we have sections developed as lima bean sections alone; we have sections developed exclusively as dairies, and now look forward to the development of certain sections devoted primarily to poultry raising.

However, there is one important difference between production of citrus fruits and poultry raising and that is that poultry farming produces a supply of natural fertility which is lacking in citrus growing; and as the supplies of this form of fertility become less and less due to the advent of the automobile and



Chicken Run - Typical of San Diego County Poultry Ranches

farm tractor, too much emphasis cannot be put on the value of poultry as live stock and as a balance to the non-live stock agricultural industries.

As time goes on, as cities grow larger and as the population increases, the tendency to cut farms into small areas becomes great and the price of land values continues to rise. This factor makes it necessary to produce more on an acre of land and to concentrate the activities of farming on more highly productive practices. In this manner poultry raising may be considered as more of a factor than a farm proposition, as it has been shown by practice that 1000 to 1200 hens is the minimum number that is profitable to handle as such, and this may be done on as small a piece as one acre of land.

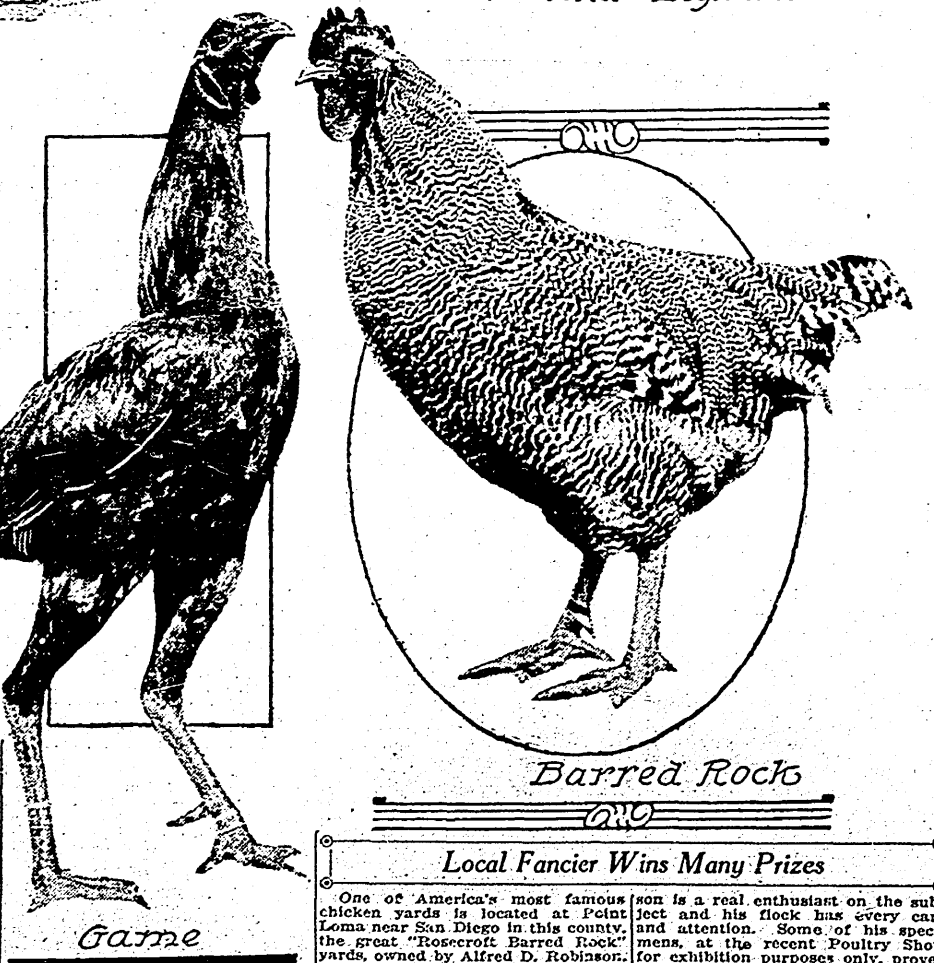
As a Health Practice

San Diego county has long been known for its climate, in fact has been called the "Sanitarium of the Southwest." Many people from other sections of the country, whose health may require that they live in a less rigorous climate, are led to occupy small farms and enter into occupations requiring less heavy labor than the average farm calls for. For them poultry raising may be the means of recovering health, as well as producing a livelihood.

Co-operation Basis of Success

Poultry raising, just like any other farm industry, depends for its success upon developing each link in the chain of production and distribution on a satisfactory basis. To do this, co-operative organizations are necessary. No producer, however competent, can successfully compete with a market which brings less than the cost of production and

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Game

Barred Rock

Local Fancier Wins Many Prizes

One of America's most famous chicken yards is located at Point Loma near San Diego in this county, the great "Rosecroft Barred Rock" yards, owned by Alfred D. Robinson. Within the past five years, birds from this yard have won the astonishing total of 205 regular prizes. These prizes were won in open competition in California, New Mexico, Arizona, and even New York, including the world's fair at San Francisco, where fourteen states were represented in the Barred Rock class.

Mr. Robinson is regarded as one of the leading authorities in the United States on this breed of fowl and further is recognized as the foremost writer of the subject. He is the publisher of the great little magazine called "Kackie," which is extensively circulated throughout the country. Possessed of a keen sense of humor, Mr. Robinson told the reporter who asked for data for this story: "I made winnings and records in 1911 but both winnings and records are gone. You see, before I made the world's fair and New York winnings, my chicken obsession was regarded as hardly respectable in San Diego and I had to walk on Fourth or Sixth street when I came to town, but now, those in high places congratulate me on what my chickens did to those New Yorkers."

That San Diego is an ideal place for the breeding of fine birds is demonstrated by Rosecroft's wonderful list of successes. Mr. Robinson is a real enthusiast on the subject and his flock has every care and attention. Some of his specialties, at the recent Poultry Show for exhibition purposes only, proved one of the features of the show.

Most notable among his winnings was at Oakland in November, 1914, when in the largest class in the show, Rosecroft won all eleven firsts, four seconds, one third, and one fourth, placing twenty-eight of its birds as high as they could go and the twenty-ninth only missed one point.

At the World's Fair Show at San Francisco, November, 1915, Rosecroft won first cock, third hen and second pullet, being the only one of fifty competitors to win a first, second and third in the regular classes. In this show were Barred Rocks from Washington, Oregon, Massachusetts, Iowa, Kansas, Indiana, Nebraska, Tennessee, Montana, Wisconsin, Ohio, Missouri, Illinois and California. Fifty exhibitors showed 224 birds.

At the New York State Fair, September, 1915, Rosecroft won second cock, second and third cockerels, second and fourth pullets, second pen and best display after shipping 3000 miles. Reports of this string in the Eastern poultry press were most flattering.

All the New York winners still are at Rosecroft, as are also the San Francisco winners and most of the winners at Los Angeles last January. A list of successes. Mr. Robinson

Poultry Raisers Give Experiences

D. W. OSBORN, Chula Vista.—You ask if there is money to be made in the poultry business in San Diego county? I answer most emphatically yes. However, anyone contemplating going into that business (like any other) should have sufficient capital to carry him through the first year. I have known many who embarked in the business and worked hard and had excellent prospects but who had to admit failure because of lack of money to see them through the first months before the plants could produce revenue. I have five acres here and a flock of 2000 Leghorns, devoting much of my efforts to day-old chicks and commercial hatching. I think I have shown my confidence in the business by recently purchasing incubators with 8000 eggs capacity. The work required in this business is not hard—it is simply putting your time in and above all, keeping your mind on your business.

RICHARD T. ROBINSON, El Cajon Poultry Ranch, Bostonia.—I believe my ranch is regarded as one of the largest and most up-to-date poultry producing plants in the county and I am ambitious to make it one of the greatest in California. I have at present 4000 hens and am brooding 5000 chicks. I plan to have before the close of this year a total of 25,000 hens and many further increase that number. My plant includes five Corning houses, each with a capacity of 1000 chickens, and I will soon start work on constructing twenty more houses of similar design and size. I have only White Leghorn hens—roosters have no place in my plans. I raise sterile eggs for market and easily dispose

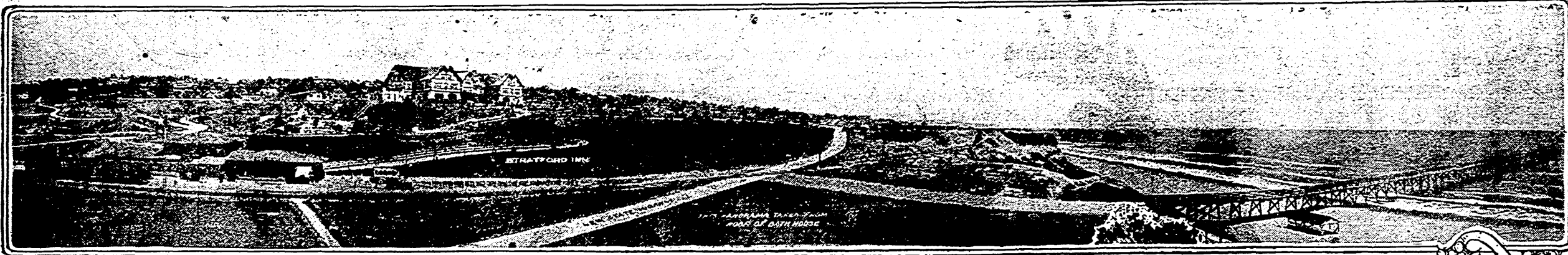
of all I produce. I started my poultry ranch just one year ago and my investment now exceeds \$30,000. I am confident that I will continue to obtain a satisfactory return on my investment. Of course, it means work and close application to business to make a success of poultry raising on such a large scale, but the business is a pleasant and profitable one.

H. H. HEIM, East San Diego.—I am an employe of the Marston store but find time to devote to chicken raising on the three-quarter acre of land I own in East San Diego. I have about 100 fine Light Brahmas and am planning to increase the number to 500. I also raise a few turkeys and have twenty turkey hens on hand. I have excellent stock and get good prices for what I market. The eggs I sell pay me full value for the chickens and when I market the mature birds in the fall, the returns are clear profit and quite substantial. The work takes but little of my time, not more than half an hour daily. I keep the chicken house clean, have ample feed in the hoppers and see that the birds get plenty of good water. And it is a pleasure, in fact, real enjoyment to do this work in my spare time.

J. E. PLACE, Chula Vista.—I have been in the poultry raising line at this place for four years and am fully satisfied with what I am accomplishing, making a very good living for myself and family by exclusive poultry raising on my five-acre holding. I have 1500 fowls, mostly White Leghorns with a few Wyandottes and several pairs of other strains. In addition to the

(Continued on Page 2, Col. 2)

DEL MAR--"OF THE SEA" CARLSBAD--Winter Garden



Bird's-Eye View of Del Mar

DEL MAR means "Of the Sea." Yet that wonderfully beautiful spot lying on the south coast of California...

the great waters. Eastward are the peaks of the lake-sheltering Cuyamaca...

Homes Beautiful in Del Mar Building restrictions assure purchasers that the high standard of the present improvements...

CARLSBAD

The Carlsbad lands, located on a picturesque tableland which extends from the ocean shore back to a series of higher elevations...

An Abundant Water Supply The adequate development of water for the Carlsbad lands was made possible by the South Coast Land Company...

plant valley. A steam pumping transmission main and distributing system of the most modern and economical type has been constructed...

citrus area of the state, assert that the Carlsbad lands present a most remarkable combination of advantages for successful and profitable lemon culture...

fact that this lemon grove went through the 1915 freeze, the worst in local citrus history, unscathed. Fancy profits in "off-season"...

here with splendid success. Avocado, felloas and many other types of tropical fruits mature readily under the favorable climatic conditions...

coast. The beach at this particular point has long been the chosen spot of wealthy and discriminating people of Riverside, Redlands, Imperial Valley...

MODEST START IN POULTRY BUSINESS MADE BY WINNER

Rancher Who Began With Day-Old Chicks Wins Many Prizes at Recent Show.

By HERMAN H. CROW, Feeding Poultry Show prizewinner. In December, 1915, my wife and I became interested in poultry raising...

POSSIBILITIES OF POULTRY ATTRACTS

individually can do nothing to remedy the situation. The movement started by the Northern California poultry producers...

COUNTY POULTRYMEN JOIN NEW ASSOCIATION

Poultrymen of San Diego county indicated the movement for the formation of the Southern California Poultrymen's Association...

POULTRY RAISERS GIVE EXPERIENCES

turns. Poultry raising is an excellent paying business, not one from which many hope to grow wealthy in a short time...

MRS. HORACE BRADT, 4253 Fourth street, San Diego. I have 125 chickens, mostly Partridge Rocks, with a few White Rocks...

MAJOR H. H. SHEEN, U. S. A.

Quartermaster of Fort Rosecrans. I have been an ardent chicken fancier for many years, but the frequent changes of location...

LARGE ENROLLMENT IN COUNTY SCHOOLS SHOWN IN REPORT

Support of Parents Serves to Increase Efficiency, Says Superintendent.

By GEORGE F. STALON, Assistant Superintendent. Satisfactory progress is reported in nearly every school district in this county...

NATIONAL CITY HAS MANY ADVANTAGES

Fifteen minutes ride south of San Diego and enjoying the advantages of harbor, beauty and climate which are San Diego's...

Distillers of Essential Oils and Manufacturing Chemists Parent House W. J. BUSH & CO. LONDON, ENGLAND

PEOPLES National Bank NATIONAL CITY, CALIFORNIA

Sanitarium Paradise Valley Sanitarium. To those suffering from any curable malady...

WEISER & BOWMAN Agents for Oakland, National and Olds AUTOMOBILES

REED-CLAYTON CO. GROCERIES National City, Cal.

Early Chicks, Mature Fast

Later, we let them have full run of the orchard until after they start to lay, which depends in which month they are hatched...

part mash, one part mixed with milk or water...

With high prices for feed during the past two years, the progressive poultry raiser has paid more attention to quality than heretofore...

THE STANDARD POULTRY FARM AT SANTEE

At Santee, sixteen miles east of San Diego, is a three-year-old farm now has 5000 pure blood White Leghorn hens...

OBLIGING

"Papa, the little boy next door says his father wants to know if he can use our lawn mower for a little while..."

The young cockerels are placed in a small pen and fed corn meal and...

We entered twenty-four of our best birds in the San Diego Poultry Show in November...

The demand for eggs here is always good, also the price, about 30 cents per dozen being the average...

There are 161 school houses in the county, constructed as follows: Stone, one; concrete, twenty-two...

BIG BUSINESS FOR SAN DIEGO PREDICTED

Big business for San Diego and the Pacific coast is predicted for this year by Joseph W. Setton, Jr., president of the American National Bank...

GOLDEN WEST HOTEL

The most unique hotel ever built on the Pacific coast and built at this time, when everybody is trying to get something for his money...

Member Federal Reserve Bank

NATIONAL CITY IS THE HUB OF A RICH CITRUS SECTION WHICH SHIPS ANNUALLY MORE THAN ONE MILLION DOLLARS' WORTH OF ORANGES, LEMONS AND LEMES.