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## No Moonshine—Just Plain, Un- varnished, Cashable Facts About Poultry Profits

If there ever was a straight-from-the-shoulder, look-me-in-the-eye and hold-up-your-right-hand statement of facts, you'll find it in JOEL M. FOSTER'S book, "THE MILLION EGG FARM."

Mr. Foster owns the famous Rancocas Poultry Farm, and in his book he tells his methods for producing upward of *eleven hundred thousand eggs a year* and piling a clean annual profit of close to \$20,000.00

We *know* that the statements in this book are cold facts—because we proved them by an exhaustive investigation before publishing THE MILLION EGG FARM for distributing to Farm Journal subscribers. We have sold many thousand copies of this book, and we *know* from the actual experiences of those who have read and followed it, that these facts can be profitably applied by *you*—whether you have a dozen hens on a back lot, or number your fowls by the thousand.

Up in Scranton, Pa., a clerk, Robert Liddle by name, seeking to better his fortunes, read this book, followed its directions, and at last reports was cleaning up \$17.00 a day profit on eggs.

In the light of such experiences, we *know* that farmers need this book. That's why we publish it and are trying to put it into the hands of every poultry owner. To *serve* the Farmer is the whole purpose of FARM JOURNAL. To serve him with sound advice regarding every branch of farm work.



To enable him to profit by the labor-saving and money-making discoveries of other farmers. To serve the farmer's wife with helpful suggestions. To serve the farmer and his entire family with clean, wholesome entertainment.

FARM JOURNAL has its own way of presenting facts in crisp, interesting, readable form. It is the National Farmer talking in a human, understandable, sympathetic way to the individual farmer. It is educational without being tiresome. It is bright, cheerful and *clean to the core*. Fakes, quacks and all other swindling advertisers are forever barred from its columns.

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